

Edmonton

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Visitors' Guide

in Edmonton
and
Jasper Park



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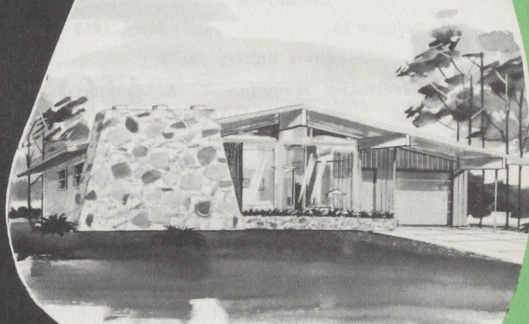
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FOR INFORMATION



EDMONTON VISITORS' GUIDE

PUBLISHED ANNUALLY BY

THE HAMLY PRESS LTD.

10161 112TH STREET, EDMONTON, ALBERTA, CANADA

Compiled and published as a guide and source of information for visitors to the City of Edmonton, the Edmonton Visitors' Guide is a public service enterprise of The Hamly Press Ltd. and the business firms who use its advertising pages.

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Phone GA 4-1131

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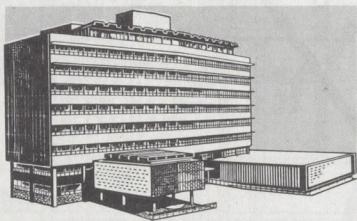
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Welcome to Edmonton



The people of Edmonton extend a warm and sincere invitation for you to visit our modern Western metropolis where swift and significant developments have transformed a prosperous agricultural centre into a city of major industrial importance in less than a decade.

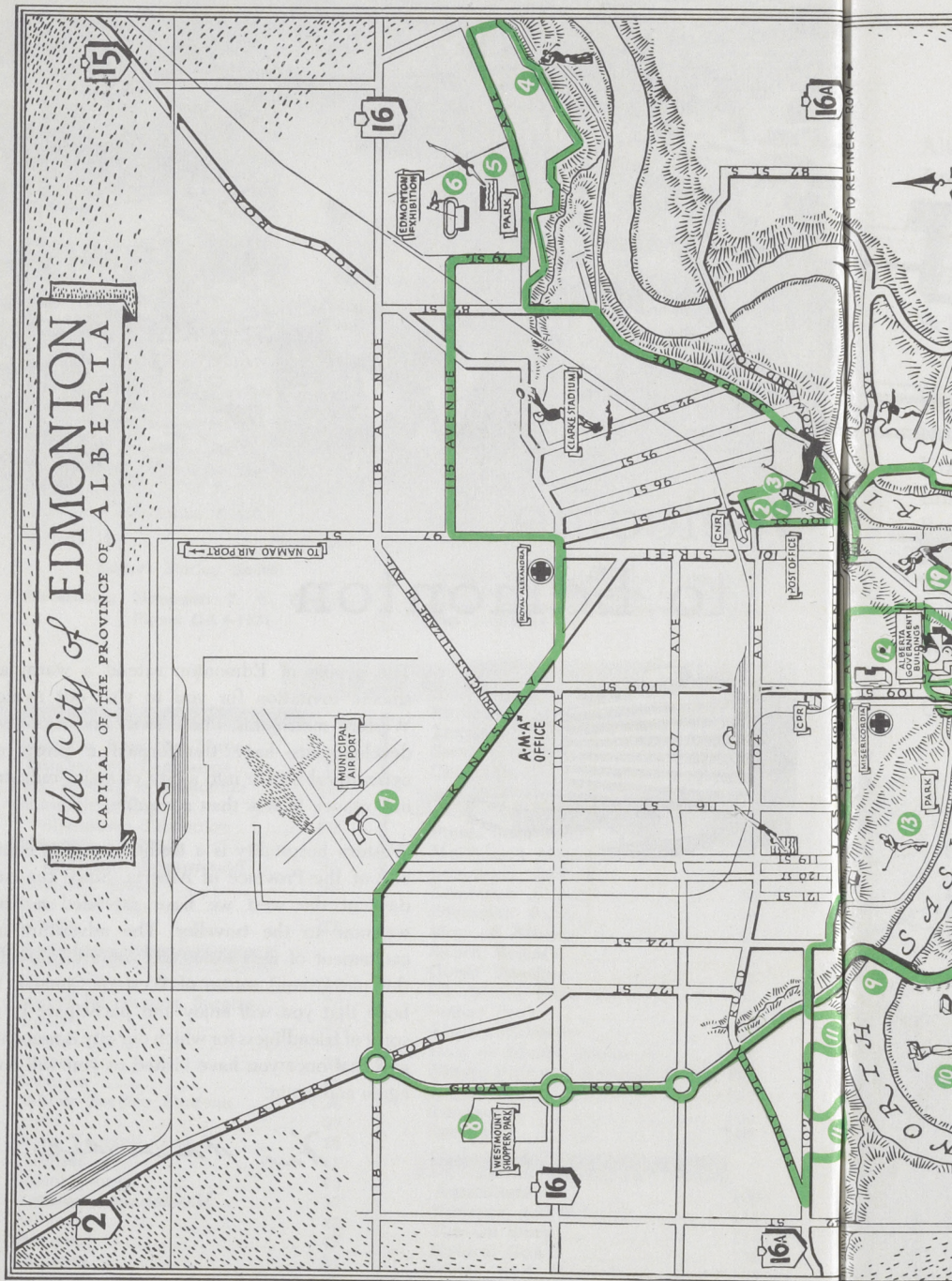
Western hospitality is a tradition in this capital city of the Province of Alberta. Since the early days of the west we have extended a warm welcome to the traveller. The adventure and excitement of new vistas are yours to unfold in this playground centre of Western Canada. We hope that you will enjoy and participate in the spirit of friendliness for which our city is renowned and that once you have visited us you will come again and again.

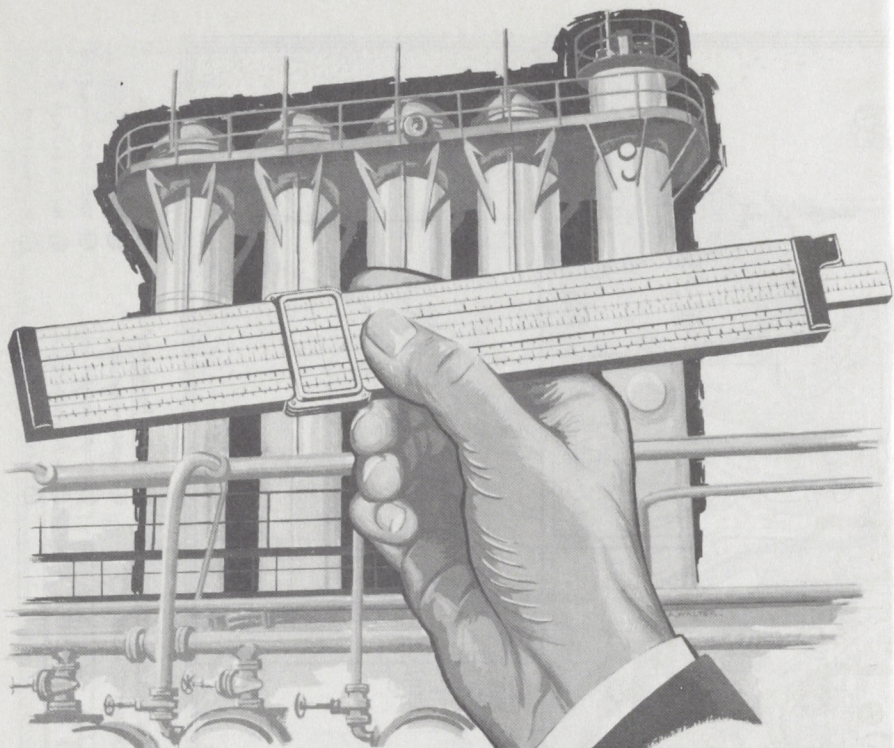
Wm. Hawrelak

Mayor.

The City of Edmonton

the City of EDMONTON
CAPITAL OF THE PROVINCE OF ALBERTA





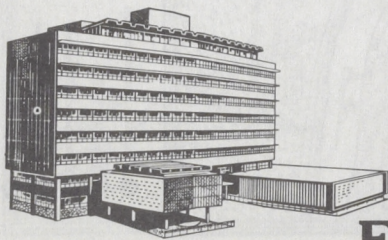
AN INDUSTRIAL GIANT...

Edmonton stands on the threshold of a new industrial development . . . the opening up of the NORTH COUNTRY.

Industry is soon to tap another storehouse of natural resources in a land of abundant mineral wealth . . . Uranium, gold, silver, copper, cobalt, nickel, iron, lead, zinc, radium, lithium and oil. When these minerals require processing and manufacturing into basic materials, Edmonton, geographically located at the "gateway" to this vast new development, stands ready to play an important part.

Write for the facts about Edmonton's new industrial potential. Address your enquiry to . . .

The Industrial Director, The City of Edmonton NEW CITY HALL, Edmonton, Alberta



THE CITY OF EDMONTON

Interesting Facts and Figures About the City of Edmonton

Altitude	2,182 feet
Area	44.3 square miles
Parks and playgrounds area	3,844 acres
Airport area	750 acres
Population	260,733
Metropolitan Edmonton	(est.) 303,000
School enrolment:	
Public schools	38,750
Separate schools	10,648
Number of dwelling units	74,426
Number of business places	6,806
Number of manufacturing firms	476
Employees of manufacturing firms	20,500
Bank clearings, 1958	\$2,313,536,430
Number of building permits issued in 1958	8,173
Value of building permits issued in 1958	\$72,517,144
Value of commercial permits, 1958	\$15,573,094
Wholesale gross sales in Edmonton, 1958	(est.) \$596,000,000
Retail sales in Edmonton, 1958	(est.) \$363,000,000
Gross value of manufacturing production, 1958	(est.) \$383,000,000



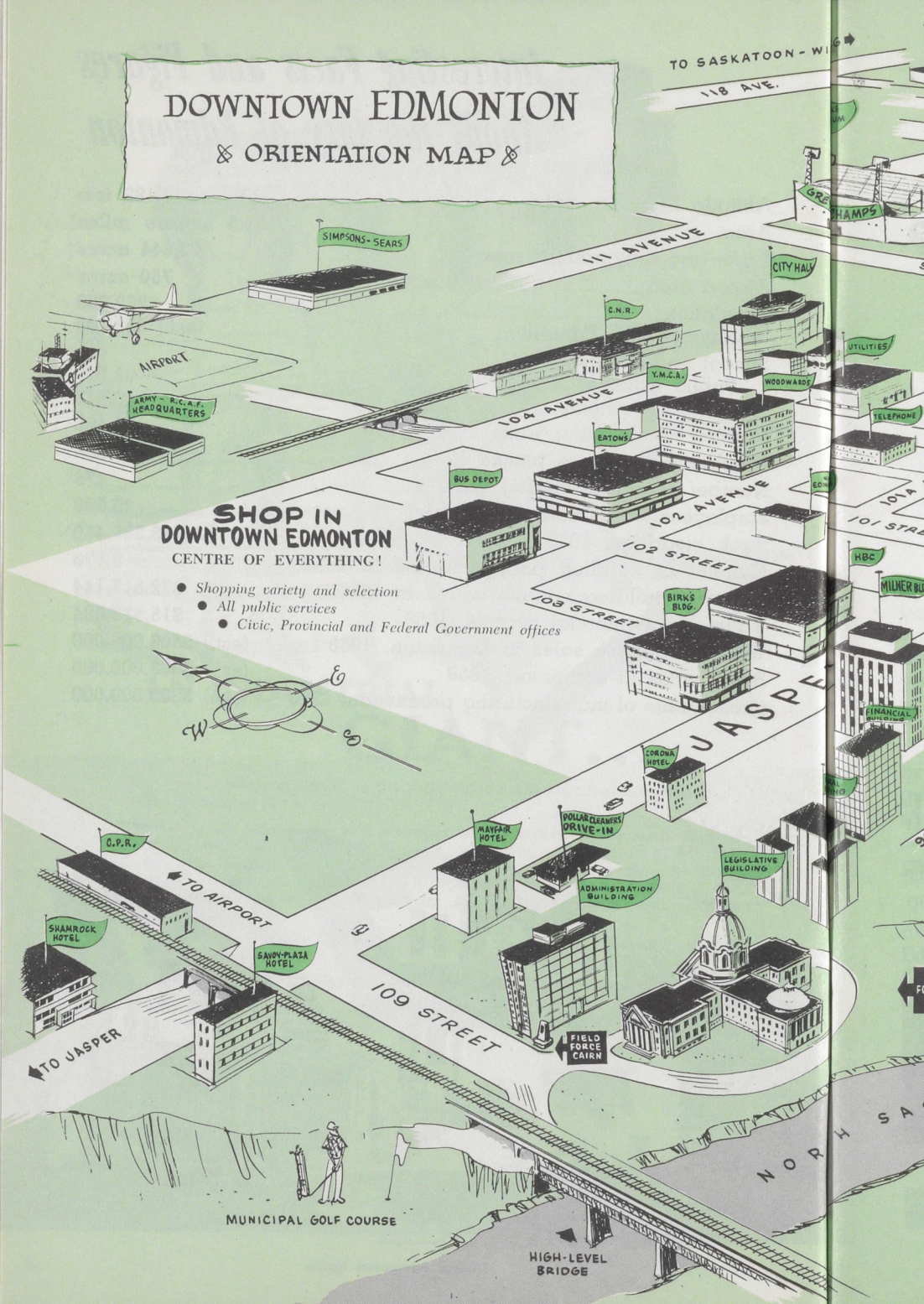
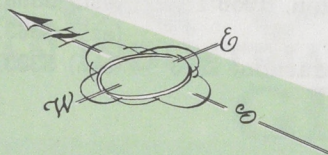
Typical Edmonton Home

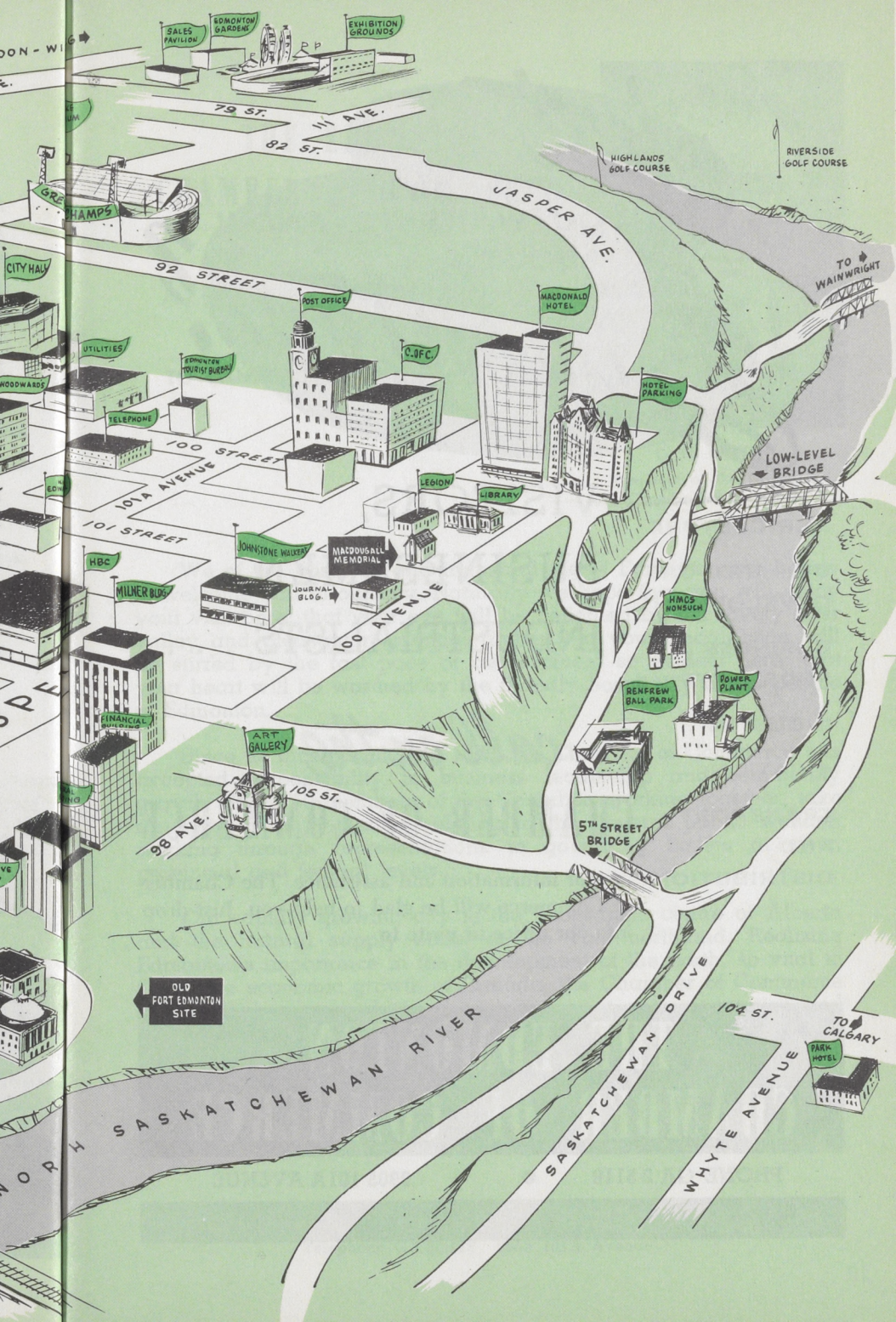
DOWNTOWN EDMONTON

✕ ORIENTATION MAP ✕

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BUSINESS
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INDUSTRY
AVIATION
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AND
DISTRIBUTION

VISITORS,
BUSINESSMEN,
INDUSTRIALISTS . . .

call on the

CHAMBER OF COMMERCE

. . . for information and assistance. The Chamber of Commerce will be glad to help you. Just drop into our office or write to

THE EDMONTON
CHAMBER OF COMMERCE

PHONE GA 2-5118



9905 101A AVENUE

THE EDMONTON CHAMBER OF COMMERCE

bids you welcome

TO CANADA'S FIFTH LARGEST CITY!



C. W. CLEMENT

President of the Edmonton
Chamber of Commerce

We of the business and industrial life of Edmonton are happy to welcome you to our city. Naturally we hope that you will enjoy your visit here; that your eye will be delighted by our lovely river valley and pleasant residential areas; that your imagination will be stirred by the fast pace of development so evident here; that your heart will be warmed by the friendly hospitality of the people of Edmonton.

Since its incorporation in 1889, the Chamber of Commerce has accepted responsibility in business leadership and community growth. The 1750 members of the Chamber, working together, take an active part in matters relating to the general public welfare, working through representations to governing bodies at civic, provincial and federal levels.

Our rapidly growing city is the geographic centre of Alberta and the natural supply outlet to the vast northland. Realizing Edmonton's importance in the development of the north, so vital to the future economic growth of Canada, the Chamber of Commerce has worked unceasingly for the improvement of transportation and other facilities to make possible the opening up of this treasure-house of hydro-electric power, oil and mineral wealth. With the awakening of this slumbering giant, Canada's northland, will come tremendous developments in Edmonton, natural gateway to the north.

THE EDMONTON CHAMBER OF COMMERCE

Telephone GA 2-5118 9905 101A Avenue



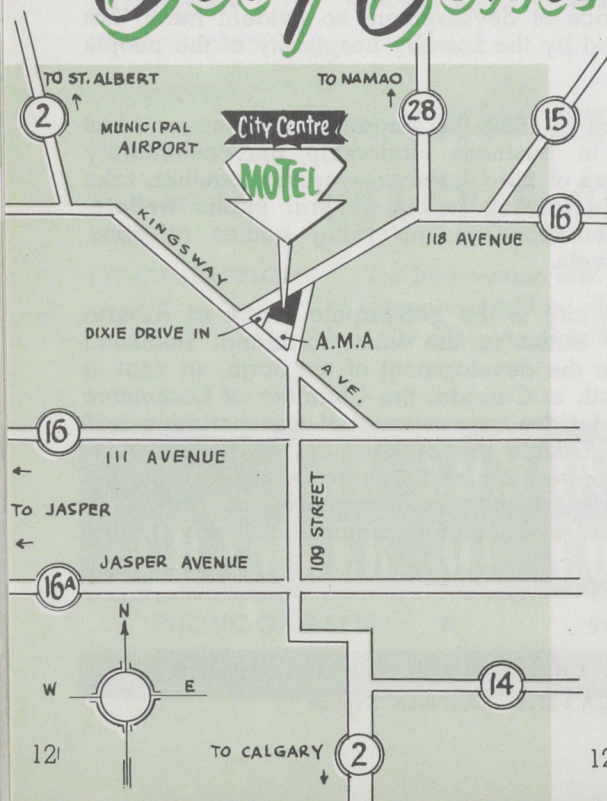
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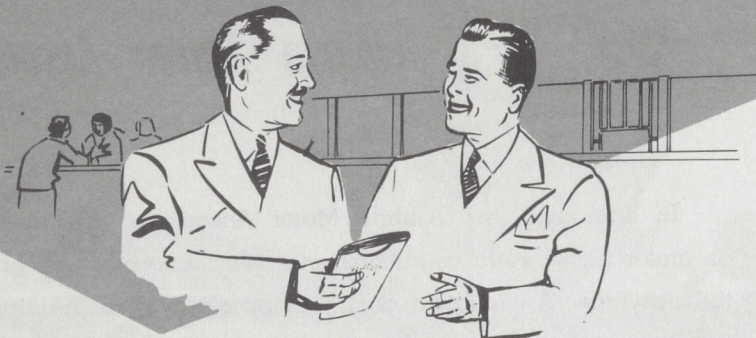
Alberta Motor Association

In Edmonton, the Alberta Motor Association is the authority on motor travel, road conditions and weather conditions throughout the province. An efficient communications system maintained by the Association ensures the motorist of accurate, up-to-the-minute travel information of all kinds. For road and weather news, for advice on the best routes to travel, for road maps, routing plans, informative folders and brochures about points of interest and about Provincial and National Parks, visiting motorists are invited to contact the A.M.A.

Call at the attractive new A.M.A. office at 109th Street and Kingsway Avenue or phone GR 9-4241.

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GOVERNMENT OF THE PROVINCE OF ALBERTA



A BRIEF HISTORICAL BACKGROUND

Despite more than a century and a half of colorful history, Edmonton is, even for this continent, a comparatively young city. It is just a little more than 50 years since the little frontier town received its city charter, and it is through that last half century that the main growth and development of the city has taken place. From the beginning, however, the shaping of the city's destiny has been influenced by men of vision and imagination, men who made things happen, who worked and planned for a city that would play a major role in the economic life of their country.

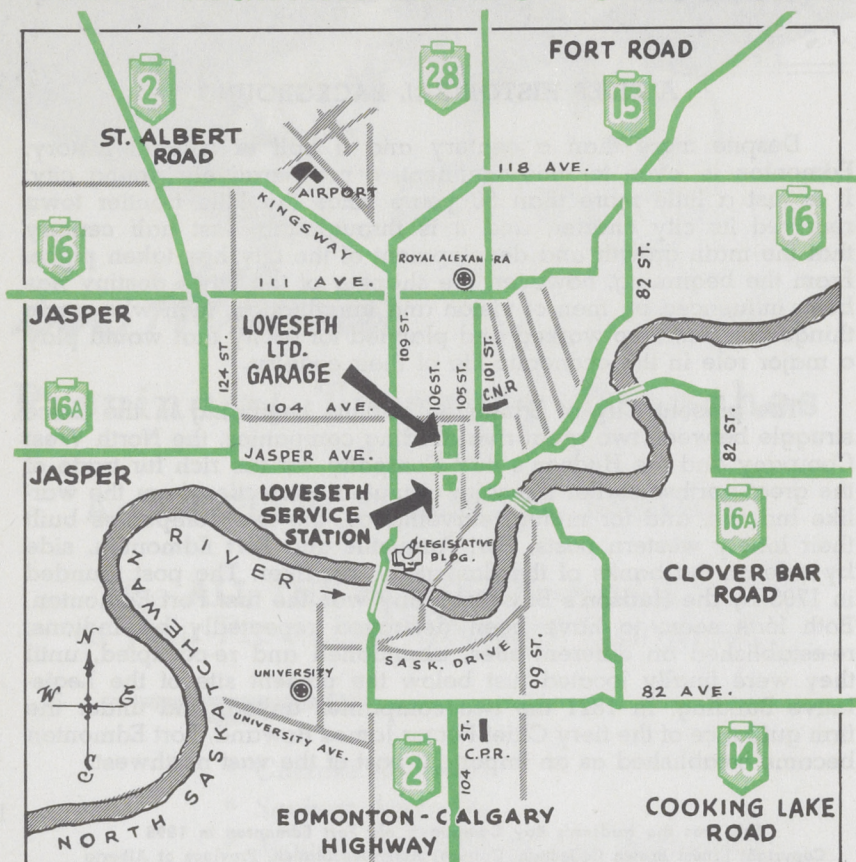
The present City of Edmonton had its beginning in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great northwest. For the sake of mutual protection from the war-like Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan river. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. Both forts seem to have been destroyed repeatedly by Indians, re-established on different sites, abandoned and re-occupied, until they were finally located just below the present site of the Legislative Building. In 1821 the two companies united, and under the firm guidance of the fiery Chief Factor James Rowand, Fort Edmonton became established as an important post of the vast northwest.

This was the Hudson's Bay Company's old Fort Edmonton in 1898

Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta



EVERY HIGHWAY LEADS TO LOVESETH



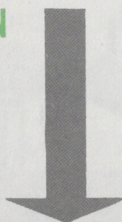
Loveseth

SERVICE STATION

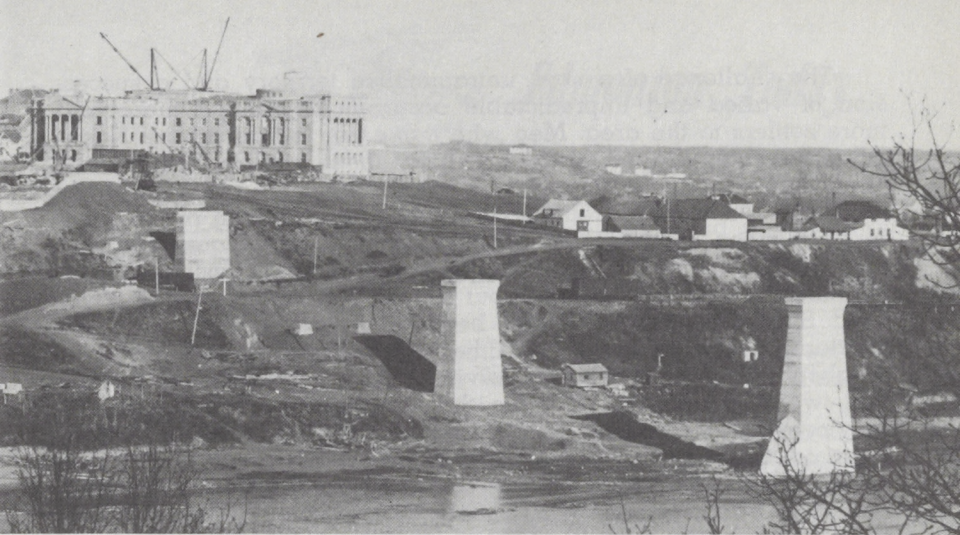
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Electric Auto-Lite Service
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Holley Carburetor Service



PHONE GA 4-5171



1912—The Legislative Building is under construction; piers for the High Level Bridge in the foreground; the old fort to the right

Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta

Although it was the only stopping-off place, the centre and gathering point for the westbound march of civilization, the lonely little outpost led a precarious existence for many years. The Saskatchewan River was the only highway across the plains until the building of the railroad, and plying its waters, freight-laden canoes and little York boats carried goods and supplies from Fort Garry, or Winnipeg, to Edmonton, returning with cargoes of furs. Following its course came the old Red River carts, burdened with supplies and bringing the first settlers to the prairies.

When, in 1873, the Reverend George McDougall erected the first building outside the fort's stockade, and several families staked out claims along the river, the village of Edmonton was founded.

But Edmonton was still an isolated settlement until, in 1879, it was finally reached by a telegraph line from Winnipeg. About this time, too, a fleet of four wood-burning steamboats operating between Lake Winnipeg and Edmonton brought a closer contact with the outside world. The future of the pioneer village was yet uncertain, however, when in 1880 Frank Oliver, who had arrived a few years earlier, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great prospects of the young settlement, and for many years, through his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, he led the town through a stubborn battle for its very life. To the Honourable Frank Oliver the present city of Edmonton probably owes more than to any other single man who influenced its early growth to maturity.

The challenge of a new, untrammelled territory and a succession of varied and unpredictable occurrences brought more and more settlers to the area. Men who came out to fight in the North-West Rebellion stayed on and sent for their families and friends. Great numbers of the huge crews who pushed the railroad across the prairies decided to remain and join in the building of the west. In 1891, when the first spur of the railroad from Calgary reached the south bank of the Saskatchewan River, just across from Edmonton, the town numbered about 400 people. During the Klondike Gold Strike of 1898 Edmonton became the starting point of the overland route to the north, and the population swelled temporarily to about 3,000. In 1904 the thriving community became a city, and two years later was made the capital of the newly formed province of Alberta. By 1912, Edmonton and the town of Strathcona on the other side of the river had become one, and were joined by a huge traffic bridge. In ten years the population had increased from about 3,000 to nearly 30,000 people. A tremendous real estate boom that had been gaining impetus during these years now culminated in fantastic sales of Jasper Avenue property for as much as \$2,000 a front foot. And then the bubble burst.

However, with the coming of the railways linking Edmonton with the east, the west and the great Mackenzie river valley of the north, the economic future of the city was assured. Expansion and growth settled into a more even and steady pace, until the developments of recent years. Today the solitary little outpost of the North West Territories is a great sprawling metropolis, gateway to the north country, centre of Canada's oil industry, and crossroads of the world.





Edmonton Today

Little more than half a century has passed since prospectors, outfitting at Edmonton for the rush to the Klondike, found a sprawling little pioneer town in the wilderness. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement — of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining area, situated at the threshold of the Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. Supporting an economy based mainly on agriculture, the city has, until recent years, confined its industrial and manufacturing activities, for the most part, to production serving the needs of the immediate area. But with the development of the tremendous oilfields of the region, industrial growth has forged rapidly forward. A startling program of mushrooming expansion has overtaken the city. Vast reserves of natural gas make available the necessary power, and in some cases, the raw materials, for all kinds of industrial projects. This, together with Edmonton's strategic location and the bright prospects of the oil industry, has brought hundreds of new enterprises here. The establishment of giant chemical industries, satellite secondary industries, and a large number of manufacturing, assembly and distributing plants is a direct outgrowth of oil and gas discoveries. Edmonton is recognized today as the logical location for new industry in the west. Complete information regarding opportunities, markets and costs of operation may be obtained from the Industrial Director, City Hall, Edmonton.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek, modern department stores. All along Jasper Avenue gleam acres of display windows. Hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a commercial and financial centre.



Photo by Ranson, Edmonton

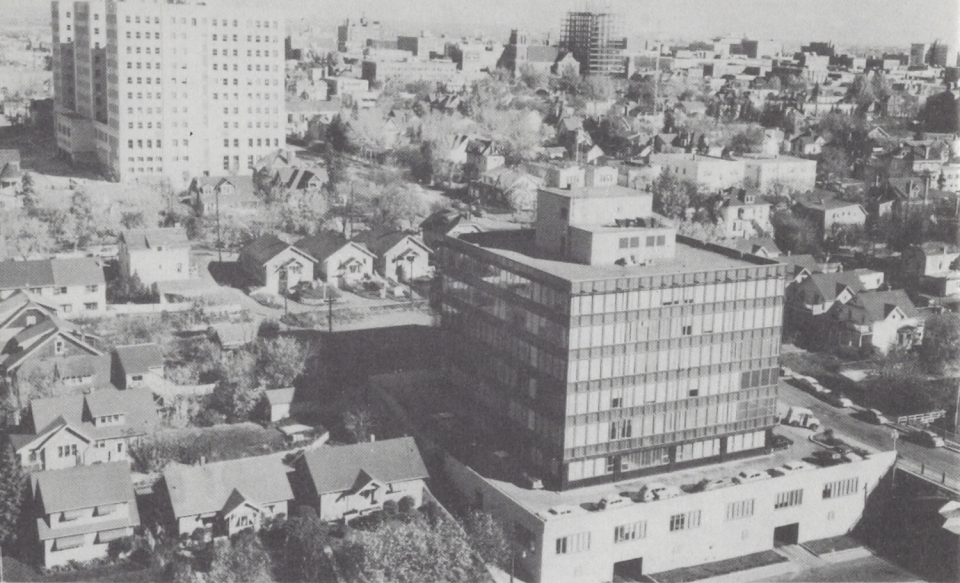


Photo by Ranson, Edmonton

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

The city's telephone and transportation systems, the light, water and power plants are city-owned and operated. To meet the demands of the recent rapid expansion in Edmonton, the telephone, water and sewer facilities have more than doubled in the past ten years, while paved roads and sidewalks have tripled in the same decade.

The tremendous increase in population has doubled the enrolment in Edmonton public schools in the past eight years and this has meant a huge school-building program, 61 new schools having been opened here in the past ten years. All new districts are well provided with schools and Edmonton schools are amongst the finest on the continent, well equipped and well staffed. All are surrounded by large, attractive playing grounds with lawns, trees and shrubs. The five large high schools accommodate as many as 40 classes each, and provide gymnasiums, science laboratories, libraries, cafeterias, and in two cases, large auditoriums. There are at present 122 public and separate schools, with a total enrolment of 49,398 students.



Tall office buildings are springing up in what were recently quiet residential streets.

The University of Alberta, which has for many years enjoyed an enviable reputation in educational circles, is also located here, and one of Edmonton's eight large modern hospitals is connected with the university. Four excellent libraries and the Edmonton Art Gallery are open to the public every day.

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. The opening of the magnificent new Jubilee Auditorium, one of the finest concert halls on the continent, has stimulated a resurgence of the lively arts in Edmonton.

Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Spectator sports, such as football, baseball and hockey draw big crowds. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

And what of the people of the city — this meeting-place of many races? They are a friendly, energetic people — a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

EDMONTON BIDS YOU WELCOME!



Climate

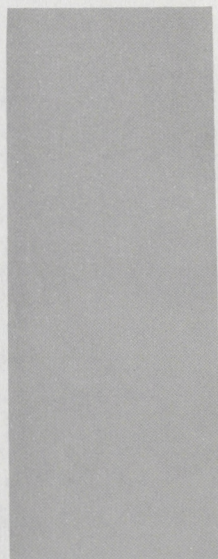
High and dry, clear and sunny, the climate of central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating and the skies are bright and sunny the year around.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.



Edmonton's New
Financial Building



VISITORS

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CAPITAL CITY
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 10189 100th Street

3 TRIPS DAILY

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TOURS INCLUDE:

- ALBERTA LEGISLATIVE BUILDING
- UNIVERSITY OF ALBERTA
- SHOPPERS' PARK, WESTMOUNT
- AIRPORT
- CITY HALL
- DOWNTOWN EDMONTON
- RESIDENTIAL SECTIONS
- CHURCHES
- BRIDGES

FOR INFORMATION PH. GA 2-1224

EDMONTON TOURIST BUREAU

2 Blocks North of the
 Macdonald Hotel



From the vantage point of the Legislative Building, one may gaze across the river valley to the University Campus.



Tourist Information

Edmonton's Tourist Information Bureau is located at 10189 100th Street, just north of the Post Office, in the centre of the downtown area. The Bureau is open to welcome you to Edmonton from 9 o'clock in the morning to 5 o'clock in the evening daily, except Saturday, when it is open from 9 to 12 noon, and Sundays, when it is closed. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning.

Sightseeing bus tours of the city may also be arranged, during the summer season, through the Edmonton Tourist Bureau.

During the summer months The Canadian Tourist Association maintains a teletype service linking Edmonton with Jasper, Calgary, Banff, Fort Macleod, Waterton Lakes and Lethbridge, and makes reservations at these points for tourists. The Tourist Bureau is headquarters for this service—phone GA 2-1224.



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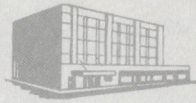
featuring the new
Macdonald Lounge

the hotel's beautifully appointed,
fully licensed lounge

and the luxurious elegance of the
Licensed Dining Lounge

famous for its fine cuisine

FOR INFORMATION AND RESERVATIONS, WRITE DIRECT TO THE HOTEL
H. W. ASLIN, RESIDENT MANAGER



Hotels

Airlines Motor Hotel, Municipal Airport	Phone GL 5-4191
Cecil Hotel, 104th Street and Jasper Avenue	Phone GA 2-1131
Corona Hotel, 10625 - 37 Jasper Avenue	Phone GA 2-7106
Gateway Hotel, 10038 106th Street	Phone GA 4-8055
Guest Hotel, 10141 105th Street	Phone GA 2-7718
King Edward Hotel, 10180 101st Street	Phone GA 2-4161
Macdonald Hotel, 100th St. and Jasper Avenue ...	Phone GA 4-5181
Mayfair Hotel, 108th Street and Jasper Avenue ...	Phone GA 4-7265
New West Hotel, 15025 111th Avenue	Phone HU 9-2511
Park Hotel, 104th Street at 80th Avenue	Phone GE 3-6441
Savoy-Plaza, 11025 Jasper Avenue	Phone HU 8-4845
Selkirk Hotel, 101st Street and Jasper Avenue	Phone GA 2-4111
Shamrock Apartment Hotel, 11810 Jasper Avenue	Phone HU 8-4815
Villa Laurier Hotel, 9937 108th Street	Phone GA 2-7431
Yale Hotel, 10015 Jasper Avenue	Phone GA 2-5158



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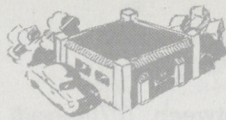
GREENE & MILLAR, IN THE TEGLER BUILDING

Service and Protection

We have been in the fire and casualty insurance business for many years in Edmonton and can offer to the new resident or business firm reliable service and sound protection for all types of insurance coverage, except life and hail.

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REAL ESTATE ● RENTALS ● INSURANCE
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200 TEGLER BUILDING, EDMONTON, ALBERTA



Motels

Airlines Motor Hotel	Municipal Airport
Alaskan Motor Court	Corner 109th Street and Kingsway
Ambassador Motel	8525 109th Street
Aurora Motel	15145 111th Avenue, No. 16 Highway, West
Beverly Motel	11705 46th Street, No. 16 Highway, East
Capital Auto Court	6622 104th Street, No. 2 Highway, South
City Centre Motel	11310 109th Street
Clock Auto Court	155th Street on No. 16A Highway, West
Dunn's Auto Court	6420 101st Avenue, No. 16A Highway, East
Edmonton Auto Court ...	71st Avenue and 104th Street, No. 2 Highway, South
El Paso Motel	10321 53rd Avenue, No. 2 Highway, South
Eski-mo-tel	No. 16 Highway, West
Gateway Motel	10412 63rd Avenue, No. 2 Highway, South
Grove Motel	No. 2 Highway, South
Imperial Motel	11137 108th Street
Kingsway Cabins	11311 Kingsway
Linda Auto Court ...	102nd Avenue at 140th Street, No. 16A Highway, West
Northgate Motel —	137th Avenue and St. Albert Trail, No. 2 Highway, North

(Continued on next page)



MOTELS (Continued from page 31)

North Star

Auto Court ... between 107th and 108th Streets on Kingsway

Pan American Motel 10626 Kingsway Avenue

Peace River Lodge Motel 11212 107th Street

Royal Scot

Motel No. 16 Highway, west; 1½ miles west of CFRN-TV

South Bend Motel 5130 103rd Street

Sheffield Motel

—111th Avenue and 156th Street, No. 16 Highway, West

Stone's Motel ... 16220 Stony Plain Road, No. 16A Highway, West

Totem Motel 3½ miles West on No. 16 Highway

Van Winkle Motel 5116 103rd Street, No. 2 Highway, South

Village Motel ... 16003 Stony Plain Road, No. 16A Highway, West

Western Motel

—153rd Street and 111th Avenue, No. 16 Highway, West

TRAILER COURTS

Highway No. 15 Trailer Court 13571 Fort Road

Terraced Heights Trailer Park 45th Avenue and 104th Street

Rollin Mobile Homes Park 5240 No. 2 Highway, South

A WONDERFUL PLACE TO DINE

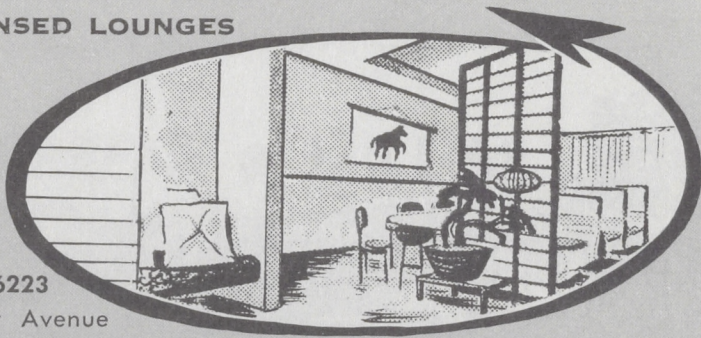
BLUE WILLOW RESTAURANT AND LICENSED LOUNGES

OUR HOURS:

WEEKDAYS:

7 a.m.

to 2 a.m.



Phone GA 2-6223

10041 Jasper Avenue

We Cater to Small Parties Up To 2 a.m. Weekdays

The **FINEST** in **CHINESE** and **CANADIAN** Cuisine

Relax and enjoy your meal wherever you are staying

We deliver anywhere in the city



HOTEL DINING ROOMS

Airlines Hotel Dining Room	Municipal Airport
Corona Hotel Dining Room	10625 Jasper Avenue
King Edward Grill Room	10180 101st Street
Macdonald Hotel Dining Room ..	100th Street and Jasper Avenue
Mayfair Hotel Dining Room	108th Street and Jasper Avenue

RESTAURANTS

Blue Danube Restaurant	10307 82nd Avenue
Blue Willow Restaurant, Chinese Cuisine ..	10041 Jasper Avenue
Chick's Bar-B-Q	¾-mile south on No. 2 Highway
Ciro's	102nd Street and Jasper Avenue
Corona Restaurant	10625 Jasper Avenue
El Mexican Restaurant, Mexican Cuisine ...	14218 96th Avenue
Town Square	Hudson's Bay Store
Ham Shack	5704 101st Avenue
Isle of Capri Supper Club	15425 111th Avenue
Macdonald Hotel Coffee Shop ..	100th Street and Jasper Avenue
Park Hotel Coffee Shop	104th Street at 80th Avenue
Seven Seas Restaurant, Chinese Cuisine ..	10525 Jasper Avenue
Sahara Restaurant, Continental European Cuisine	—adjoining Shoppers' Park, Westmount
Steak Loft	9810 Jasper Avenue
T. Eaton Coffee Shop	10220 101st Street
The Purple Lantern, Chinese Cuisine	10049 101A Avenue
The Viking Smorgasbord	10149 103rd Street
Warwick's Fine Foods	10052 109th Street
Woodward's Coffee Shop	Woodward's Stores, downtown and Westmount
Java Lounge	10619 Jasper Avenue

DINING LOUNGES

(Wines and cocktails served with meals)

Allen's Coffee Shop, Lincoln Hotel	10266 102nd Avenue
Blue Danube Restaurant	10307 82nd Avenue
Blue Willow Restaurant	10041 Jasper Avenue
Ciro's	102nd Street and Jasper Avenue
Karpatia Restaurant	10266 97th Street
Park Hotel Restaurant	104th Street at 80th Avenue
Sahara Restaurant	adjoining Shoppers' Park, Westmount

COCKTAIL LOUNGES

Macdonald Hotel Lounge	Jasper Avenue at 100th Street
Seven Seas Lounge	10525 Jasper Avenue
Isle of Capri Lounge	15425 111th Avenue



A HEARTY WELCOME TO OUR CITY!

MODERN, ATTRACTIVE, COMFORTABLE ACCOMMODATION
AWAITS YOU AT YOUR

Edmonton Auto Court

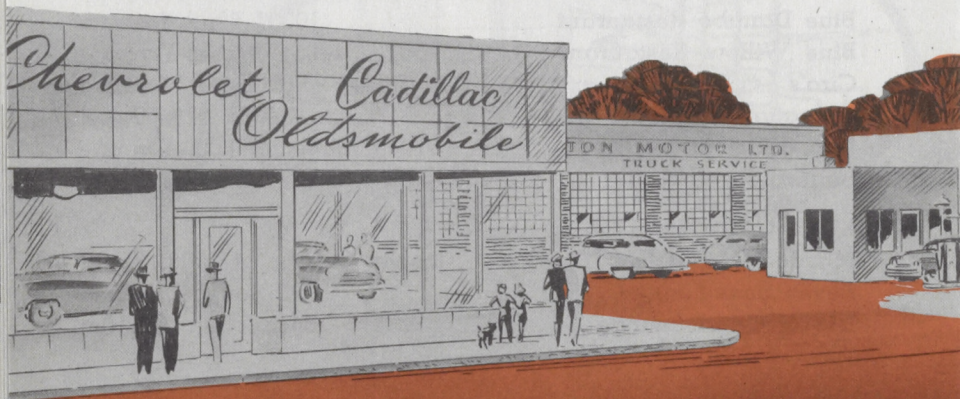
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your **SERVICE GARAGE** for **CHEVROLET**



Garages and Service Stations

Crosstown Motors Ltd. (Dodge, DeSoto), 11740 Jasper Ave.	Phone HU 8-4841
Edmonton Motors (Cadillac, Chevrolet and Oldsmobile), 115th St. and Jasper Ave.	Phone HU 8-7211
GB Motors, (British Cars), 10315 109th St.	Phone GA 4-5864
Healy Motors (Ford-Edsel), Jasper Ave. at 106th St.	Phone GA 4-7331
Hood Motors, 82nd Ave. at 107th St.	Phone GE 9-0071
Jenner Motors Ltd. (Buick, Pontiac, Vauxhall), Jasper Ave. at 107th St.	Phone GA 4-8091
Loveseth Service Station, 106th St. and Jasper Ave.	Phone GA 4-5171
Mayfair Motors (Rambler, Renault), Jasper Ave. at 116th St.	Phone HU 8-4762
Miller Motors Ltd. (Chrysler, Plymouth), 10019 104th St.	Phone GA 4-1868
Mills Motors Ltd. (Dodge, DeSoto), Jasper Ave. and 109th St.	Phone GA 4-8017
South Park Motors (Pontiac, Buick), 106th St. and 82nd Ave.	Phone GE 9-0081
Sterling Motors Ltd., 10620 82nd Ave.	Phone GE 3-3167
Volkswagen Northern Ltd., 109th St. and Kingsway	Phone GR 9-3271
Waterloo Motors Ltd. (Mercury, Lincoln, Meteor) Jasper Ave. at 107th Street	Phone GA 4-2171

MOTORS LTD.

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Right on Jasper Avenue at 115th Street • Phone HU 8-7211

24-HOUR SERVICE STATIONS

Open 24 hours every day, except Sundays when they are open
from 5:30 p.m.

NORTH SIDE

Aero Service Station,

Corner 111th Ave. and 101st St. Phone GA 2-0237

Borden Park Service, 8145 112th Ave. Phone GR 7-8701

Caron's Service Station, 12523 St. Albert Trail Phone GL 5-1398

Crescent Motors Co. Ltd., 14002 Stony Plain Road .. Phone HU 8-5533

Down Town Service Ltd.,

103rd Ave. and 102nd St. Phone GA 2-7786

Field's Service Station, 12723 Fort Road Phone GR 7-1799

Glenora Service Station,

124th St. and 102nd Ave. Phone HU 8-3212

Grierson Service Station, 9625 Jasper Ave. Phone GA 2-4723

Gunderson Auto Service Co. Ltd., 11660 142nd St. .. Phone GL 5-1946

Jenner Motors Ltd., 107th St. at Jasper Ave. Phone GA 4-8091

Leeson Bros. Service Garage, 13038 97th St. Phone GR 7-1791

Master Motors Service Co. Ltd., 9617 118th Ave. Phone GR 7-8594

O.K. Service Garage, 6606 118th Ave. Phone GR 7-1817

Regent Motors Ltd., 11306 Jasper Ave. Phone HU 8-3644

Santa Rosa (1955) Ltd., 7214 Fort Road Phone GR 7-3501

Shell Oil Co. of Canada Ltd.,

94th St. and Jasper Ave. Phone GA 4-6080

and Kingsway and Tower Road Phone HU 8-8326

Sherbrooke Garage Ltd., 12620 118th Ave. Phone GL 5-0755

Sunrise Service Station, 10658 109th St. Phone GA 2-2212

Trail Point Garage, 8020 118th Ave. Phone GR 7-5531

Westglen Service Ltd.,

Corner 111th Ave. and 127th St. Phone HU 8-3554

SOUTH SIDE

Bonnie Doon Service, 82nd Ave. and 91st St. Phone HO 6-5086

Dawson Auto Sales & Service, 10540 82nd St. Phone HO 6-0322

Double Nine Motors Ltd., 6206 104th St. Phone GE 3-1858

Fairway Auto Service, 8930 99th St. Phone GE 3-3638

Hazeldean Texaco Service Station, 6315 99th St. .. Phone GE 9-2905

North Star Service Station, 9883 82nd Ave. Phone GE 9-0991

Parkallen Service Station, 6930 109th St. Phone GE 3-7724

Superior Service Station, 7835 101st Ave. Phone HO 6-5755

Turnbull Motors Ltd., 105th St. and 82nd Ave. Phone GE 3-1121

Varscona Service Ltd., 8435 109th St. Phone GE 3-2264



Taxis

Black and White Taxi, 9701 Jasper Avenue	Phone GA 2-8338
Checker Taxi, Memorial Walk	Phone GA 2-1222
Fleet Line Taxi, 10312 82nd Avenue	Phone GE 3-6431
Imperial Taxi Ltd., 9701 Jasper Avenue	Phone GA 4-4155
Park Taxi, Park Hotel, 104th Street and 80th Avenue ...	Phone GE 3-5841
Red Line Cabs, 10140 97th Street	Phone GA 4-7111
South Side Taxi, 10312 82nd Avenue	Phone GE 3-6431
United Taxi Cabs Ltd., 11068 95th Street	Phone GA 4-5151
Veteran Taxi Co. Ltd., 11068 95th Street	Phone GA 4-1121
Yellow Cab, Memorial Walk	Phone GA 2-3456

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*but he needn't make a
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| ● PORTRAIT LENS | ● FILM— |
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see Edmonton and
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of interest

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a late model car at your command while visiting
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Alberta

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Administration Bldg., Edmonton Airport Phone HU 8-0483

Alberta Rent-A-Car Ltd., 10050 100th Street Phone GA 4-1667

Alberta Rent-A-Car, South Side,

10526 82nd Avenue Phone GE 3-0123

Avenue U-Drive Ltd., 8111 104th Street Phone GE 9-2222

Bel-Air U-Drive, 82nd Avenue and 107th Street Phone GE 3-4897

C and C U-Drive Ltd.,

(Hertz System), 10341 106th Street Phone GA 2-5262

Yellow Cab U-Drive Ltd.,

Rear, 10023 Jasper Avenue Phone GA 2-3456

RENT A CAR . . .



SEE EDMONTON

OIL REFINERIES • CHEMICAL PLANTS
OILFIELDS • ELK ISLAND PARK
JASPER NATIONAL PARK

PHONE
GA 2-3456

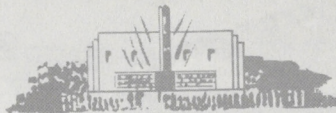
YELLOW CAB U-DRIVE

10023 JASPER AVENUE, EDMONTON

WALK THROUGH ROYAL TRUST ARCADE FROM JASPER AVENUE



Still under construction when this photo was made, the impressive new Milner Building at 10040 104th Street was officially opened this spring.



Theatres

DOWNTOWN

Capitol	10065 Jasper Avenue
Empress	10125 Jasper Avenue
Paramount	between 102nd and 103rd Streets, Jasper Avenue
Rialto	10134 - 101st Street
Strand	10211 Jasper Avenue
Odeon	10081 Jasper Avenue

SOUTH SIDE AND NEIGHBORHOOD THEATRES

Annex	6420 - 118th Avenue
Avenue	Corner 91st Street and 118th Avenue
Garneau	87th Avenue and 109th Street
Palace	9621 - 82nd Avenue
Roxy	10708 - 124th Street
Sahara	adjoining Shoppers' Park, Westmount
Tivoli	146th Street, Stony Plain Road
Varscona	10907 - 82nd Avenue

DRIVE-IN THEATRES

Belmont Drive-In

—1½ miles east of Belmont Service, 50th Street and Fort Road

Golden West Drive-In 118th Avenue and 170th Street

Sky-View Drive-In 1 mile south of No. 16 Highway east

South Side Drive-In 10901 - 51st Avenue

St. Albert Drive-In North on St. Albert Trail

Starlite Drive-In South of Stony Plain Road on 156th Street





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108 ST. and JASPER AVE.

EDMONTON

CANADA'S FIRST DRIVE-IN HOTEL

Right in the centre of downtown Edmonton, THE MAYFAIR features underground parking for its patrons. JUST DRIVE IN . . . leave your car with an attendant, and you're free to register!

- DINING ROOM
- COFFEE SHOP
- AIR-CONDITIONED LOUNGES
- TELEX No. 037-276 FOR RESERVATIONS



Special Week-end Family Rates
by Reservation

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THE MAYFAIR IS A MEMBER OF:

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- ESQUIRE CLUB
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Recommended by DUNCAN HINES in
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Dancing

Chick's Supper Club, dining and supper dancing

—South of Edmonton on Highway No. 2

Club Mocombo, supper dancing No. 2 Highway, North

Frontier Supper Club, supper dancing 15110 Stony Plain Road

Isle of Capri Supper Club, supper dancing 15425 111th Avenue

Rainbow Ballroom 10827 82nd Avenue

Trocadero Ballroom, supper dancing 10151 103rd Street

43

LICENSED LOUNGE
AND DINING LOUNGE

ISLE OF



SUPPER CLUB

Phone HU 9-2614

famous for fine food

Steaks

Fried Chicken, etc.

Luncheons from 11 a.m.

Full Course Dinners

5:00 p.m.-8:30 p.m.

Supper Dancing Nightly

9.00 p.m.-12.00 midnight



Ample Free Parking



On 111th Ave. and 154th St. Edmonton, Alberta.

Our Scenic Northwest...



Mount Edith Cavell, Jasper National Park

Bohemian Maid

BREWING COMPANY LIMITED

Saskatchewan Drive

Edmonton

Liquor Vendors

ALBERTA GOVERNMENT LIQUOR STORES

- * **Downtown Store**
(Closed Wednesday) 10160 - 103rd Street
- * **South Side Store**
(Closed Tuesday) 10412 - 82nd Avenue
- * **West End Store**
(Closed Thursday) 10410 - 121st Street
- * **East End Store**
(Closed Thursday) 8818 - 118th Avenue
- * **Westmount Store**
(Closed Monday) Shoppers' Park, Westmount
- Jasper Place Store** Jasper Place
(Closed Wednesday). Hours: 2:30 p.m. to 10:30 p.m.
- Bonnie Doone Store** 8940 - 82nd Avenue
Hours: 9:30 a.m. to 6:00 p.m.; Thursday: 9:30 a.m. to 9:30 p.m.

* All stores open at 11:00 a.m. and close at 12:00 midnight, except on Saturday evening, when they close at 11:30 p.m. Government Liquor Stores are closed Sundays, holidays and election days.



Edmonton's new Federal Building at 98th Avenue and 107th Street.



PLAN TO SPEND A GALA EVENING

at the smart
SAHARA THEATRE - RESTAURANT
 and LICENSED DINING LOUNGE

- THEATRE
- RESTAURANT
- COFFEE SHOP
- LICENSED DINING ROOM
- NO TRAFFIC PROBLEM
- UNLIMITED PARKING

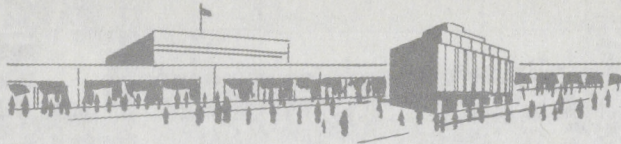
Dine at your leisure in our beautifully appointed dining lounge. Savor fine continental cuisine . . . linger over after-dinner coffee . . . then cross the foyer to our comfortable and attractive theatre.

Monday through Friday

COMPLIMENTARY THEATRE TICKETS

to all dining-room patrons

ADJOINING WESTMOUNT SHOPPERS' PARK, GROAT ROAD AND 114th AVENUE



Shopping

A tour of Edmonton's downtown shopping and business district quickly reveals the essential character of the city. In the modern stores and shops, along the busy streets, the visitor is at once aware of a brisk, wide-awake personality. Excellent displays of up-to-the-minute, top-quality merchandise express the optimistic, forward-looking point of view that typifies Edmonton. The tempo of the whole downtown area is quick, confident and decisive.

You will enjoy shopping in Edmonton's bright, attractive stores, where the merchandise is comparable to any on the continent, and fashions come straight from the drawing-boards of the world's fashion centres. Visitors from the U.S. are delighted especially with the wonderful Canadian "point" blankets, the large selections of fine English bone china, beautiful British woollens and lovely Irish linens to be found at very reasonable prices in the city's stores. Friendly, courteous salespeople will make your shopping trip pleasant and profitable.

(Continued on next page)

PAN-AMERICAN MOTEL LTD. A. W. MITCHELL, MANAGER

KINGSWAY

STREET

109TH

TO DAWSON CREEK
GRANDE PRAIRIE
WHITECOURT

ON KINGSWAY AT 106th STREET
NO. 2 HIGHWAY

111 AVE

KINGSWAY

3 MIN. TO AIRPORT

5 MIN. TO LEGISLATIVE BUILDING
10 MIN. TO UNIVERSITY

5 MIN. TO EXHIBITION GROUNDS
20 MIN. TO OIL REFINERIES

5 MIN. TO CITY CENTER

- 78 THREE- AND FOUR-STAR UNITS
- ELECTRIC KITCHENS
- LAUNDRY FACILITIES
- ROOM TELEPHONES AND TELEVISION
- RESTAURANT FACILITIES
- PLAYGROUNDS



Visitors select English bone china in the china department of an Edmonton store.

There are, in Edmonton, a number of large departmental stores, of which Eaton's, the Hudson's Bay, Woodward's, downtown and in Westmount Shoppers' Park, and Simpsons-Sears are branches of excellent merchandising chains operating in many major Canadian cities. Johnstone Walker's is a fine independent department store, locally owned and operated, which has grown with the city from a log-cabin general store to a sleek and modern three-storey building. Another beautiful new Johnstone Walker department store opens in Bonnie Doone Shopping Centre this summer. In these and many other attractive stores you will find all kinds of merchandise from all parts of the world.

When you are visiting the city's many fine specialty shops you will want to see the beautiful Canadian furs at Holt, Renfrew and Co. Ltd., one of the largest furriers and ladies' and men's wear stores. If you are shopping for gifts and souvenirs, don't miss the popular Irish Linen Store, where you will see exquisite linens and hand-loomed fabrics. For your photographic needs and film finishing, drop into one of Tony & Ernie's Camera Shops on Jasper Avenue and the South Side, or to McBain's Camera Shops on Jasper Avenue and Westmount Shoppers' Park. Browse around the Burlington Art Shop for paintings and prints with a characteristic Alberta flavor. You will find large, bright supermarkets in every part of the city and you might be interested in a trip through the Public Market, just north of the Post Office, where farmers of the area display their produce and handcrafts.

At Shoppers' Park, Westmount, the west's largest shopping centre, in Edmonton's west end, there is parking space for 3,000 cars and a quarter-mile of beautiful stores and shops. The Bonnie Doone Shopping Centre, serving the city's south side, is also attractive and convenient, with parking space for 2,000 cars. Smaller shopping centres serve most of the city's new districts.

Most downtown retail stores close Wednesdays and remain open until 9:00 p.m. on Thursday evenings, while banks are closed all day Saturday, but have extended 4:00 to 6:00 p.m. business hours on Fridays.



Shoppers' Park, Westmount, is Western Canada's largest shopping centre.

YOUR FIRST SHOPPING STOP IN EDMONTON . . . THE FAMOUS



*Lovely Souvenirs for friends at home...
beautiful things you'll treasure for years...*

PURE IRISH LINEN

Dainty handkerchiefs to exquisite banquet cloths . . . our selection is varied and complete. Here are fine linens that will delight you!

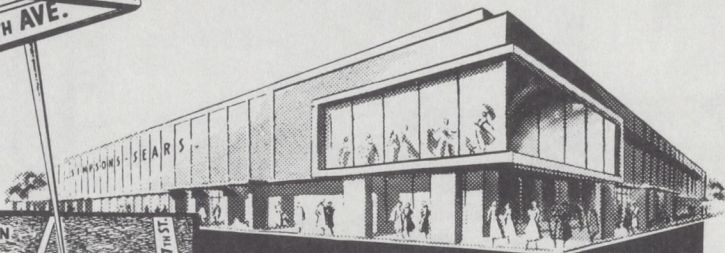
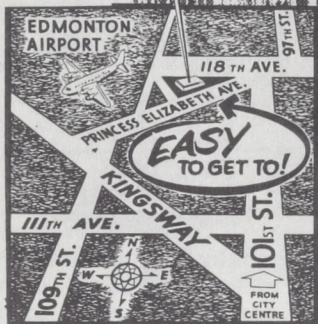
See also our selection
of crease-resisting
dress linens

FULL RANGE OF PETIT POINT KITS AND SUPPLIES

10438 JASPER AVENUE • EDMONTON

... a "must" while in Edmonton

THIS CITY'S NEWEST
AND SMARTEST DEPARTMENT STORE!



SIMPSON'S-SEARS

Three spacious floors of shopping pleasure, filled with quality merchandise all backed by our famous guarantee:

"Satisfaction or Money Refunded"



Looking northeast from the High Level Bridge with Legislative Building and government centre in the foreground.



Cleaners

CLEANERS AND LAUNDRIES

- Brown Cleaners and Dyers, 10017 109th Street Phone GA 2-4128
- Capitol Cleaners and Laundry Ltd.,
9686 99th Street Phone GA 2-4175
- Dollar Cleaners & Shirt Service Drive-In,
Corner Jasper Avenue and 108th Street Phone GA 2-5256
- Kingsway Dry Cleaning, 9232 111th Avenue Phone GR 7-2710
- Laundomat Ltd., Personal Laundry Service,
10013 Jasper Avenue Phone GA 2-0371
- Mac Pressing Shop, 10655 Jasper Avenue Phone GA 2-1269
- New Method Laundry and Dry Cleaners,
11060 Jasper Avenue Phone GA 2-6114
- Nu-Way Cleaners and Shirt Service,
10530 82nd Avenue Phone GE 3-5115
- Page, The Cleaner, 11715 Jasper Avenue Phone HU 8-6667
- South Side Cleaners Ltd., 8905 99th Street Phone GE 9-3935
- Suds-O-Mat,
Self Service Laundry, 9523 Jasper Avenue Phone GA 2-4882
- Trudeau's Cleaning and Dye Works Ltd.,
142nd Street and 111th Avenue Phone GL 5-4115



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LEONARD B. HIGGINS, Manager

D. CLYDE HIGGINS, Assistant Manager



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Edmonton, centre of a mighty Agricultural Industry.

Located in Alberta's richest agricultural area, an estimated seven hundred million dollars worth of farm produce is channelled annually through Edmonton.

Rich black soil, an average annual rainfall of 18 inches to provide sufficient moisture for successful farming . . . and a temperate climate provides almost ideal conditions for diversified farming, protecting against crop failures. A total crop failure in Edmonton's agriculture area is unknown.

Beef cattle, dairy products, swine, poultry, grain, honey, vegetables and many other products from thousands of mixed farms find their way to Edmonton's marketing outlets.

Alberta's great agricultural industry is the biggest single factor guaranteeing Edmonton's economic stability, her vigorous growth and balanced general prosperity.

For information on Edmonton, centre of a rich agricultural area, write to . . .

The Industrial Director, The City of Edmonton, NEW CITY HALL, Edmonton, Alberta




**THE CITY OF
EDMONTON**

All bus lines operate from the
Union Bus Depot at 10216 - 102 Street.




Buses

- To **Calgary and Banff** (Greyhound)—Nine buses leave Edmonton daily from Edmonton for Calgary, with connections to Banff.
- To **Jasper** (Greyhound)—One bus a day to Jasper.
- To **Winnipeg** (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon and three daily to Winnipeg via Calgary and Regina.
- To **Vancouver** (Greyhound)—Three buses daily—two via Nelson-Penticton; one via Spokane-Seattle.
- To **Barrhead and Fort Assiniboine** (Northland Arrow)—Two buses per day, except Sunday when there is only one, leave Edmonton for Barrhead with one connection for Fort Assiniboine.
- To **Peace River** (Canadian Coachways)—Three buses daily.
- To **Dawson Creek and Fort St. John** (Canadian Coachways)—Three buses daily to Dawson Creek and two to Fort St. John.
- To **Fort Vermilion** (Canadian Coachways)—Sunday, Tuesday and Thursday.
- To **Great Slave Lake** (Canadian Coachways)—Monday, Wednesday and Friday.
- To **Alaska** (Canadian Coachways)—via Ft. Nelson, Watson Lake and Whitehorse with direct connections to Fairbanks from Yukon-Alaska border, Tuesday, Friday and Sunday.
- To **Devon** (Canadian Coachways)—Two buses daily, except Sunday.
- Central Alberta** (Sunburst)—daily Buses for all central Alberta points.





spring



summer



fall



winter

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family enjoys..

a COACHWAYS holiday



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Seasoned lumber for construction work in
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W. H. CLARK LUMBER CO. LTD.

LEADERS IN QUALITY MILLWORK SINCE 1897

10330 109th Street

Edmonton



Planes

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To Calgary—5 flights Monday through Friday, 3 flights Saturday and Sunday, with connections for southwestern U.S.

To Vancouver and Victoria—7 flights daily to Vancouver with connections to Victoria; 3 direct and 4 via Calgary, with connections for western U.S., Australia, New Zealand and the Orient.

To Eastern Canada and U.S.A.—4 direct flights daily and 5 flights via Calgary, all with connections for overseas.

CANADIAN PACIFIC AIRLINES—District Traffic Office and Ticket Office in C.P.R. Building. Phone GA 4-2985.

To Whitehorse—One flight daily.

To Fort Nelson and Watson Lake—Flights on Tuesday, Thursday and Saturday.

To Fort McMurray—Flights daily except Sunday; 2 flights Friday.

To Norman Wells and Aklavik—Flights on Tuesday and Friday.

To Grande Prairie and Fort St. John—2 flights daily except Sunday. Motor vehicle service from Fort St. John to Dawson Creek.

To Peace River—Flights Tuesday, Thursday and Saturday.

To Ft. Vermilion—Tuesday only.

To Yellowknife—Daily flights; 2 on Wednesday.

To Dawson City and Mayo—Tuesday and Thursday.

To Prince George and the Cariboo—1 flight daily, except Sunday.

To Amsterdam—Wednesday and Friday (DC-6B aircraft) and Saturday (Britannia aircraft).

NORTHWEST ORIENT AIRLINES—Ticket Office in Macdonald Hotel Arcade. Phone GA 2-7118.

Flights to all eastern points via Minneapolis; twice daily service. One flight weekly, on Saturday, to Anchorage and the Orient. Daily service from Seattle to Hawaii via connecting carrier.

WESTERN AIRLINES—Ticket Office in Macdonald Hotel Arcade. Phone GA 2-6165. Deluxe DC-6B daily flights to Great Falls and Denver; connections at Great Falls for Salt Lake, Phoenix, Los Angeles, San Francisco and Mexico City; connections at Denver for Oklahoma City, Tulsa, Dallas and Houston.

PACIFIC WESTERN AIRLINES—No. 7 Hangar, Municipal Airport. Phone GL 5-4101.

One scheduled flight daily to Lloydminster, North Battleford, Prince Albert, Saskatoon and Regina. Charter trips for hunting and fishing expeditions from bases at Peace River, Yellowknife and Hay River.

GATEWAY AVIATION LTD.—Chartered operators with aircraft available for sight-seeing, hunting and fishing trips, No. 13 Hangar, Municipal Airport. Phone GL 5-2196.

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SERVICE OF A FIRST-CLASS HOTEL.

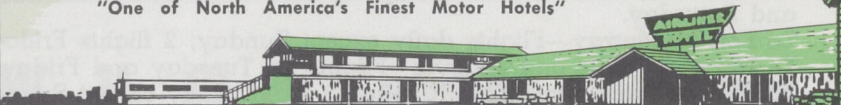
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SAVOY PLAZA, PHONE HU 8-0091

WESTMOUNT SHOPPERS' PARK
PHONE GL 5-2477



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and Canadian
Hair Styling Shows.

IN CALGARY:
125A 6th Ave. W.
PHONE AM 2-2979



Trains

To Jasper (C.N.R.)—Two trains daily from Edmonton. For information on C.N.R. schedules, phone GA 2-4731.

To Calgary and Banff (C.P.R.)—Four trains daily to Calgary; 3 trains daily to Banff. Phone GA 2-7411 for information on C.P.R. schedules.

East-West Departures from Edmonton—

C.N.R.—Two trains leave daily east to Winnipeg-Toronto, Winnipeg-Montreal, and west to Vancouver.

C.P.R.—Three trains daily from Calgary east to Toronto and Montreal and west to Vancouver.

North to the Peace River and Dawson Creek (Northern Alberta Railways)—One train daily except Saturday for Dawson Creek. Phone GA 2-4731 for information regarding schedules to Hines Creek and Waterways.

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MODERN CABINS, COFFEE SHOP AND STORE
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| ● 10844 124th Street | ● 15970 109th Avenue | ● 12328 102nd Avenue |
| ● 8130 118th Avenue | ● 10770 95th Street | ● 11815 124th Street |
| ● 10577 97th Street | ● Whyte Avenue & 91st Street | ● 6633 118th Avenue |
| ● 9437 118th Avenue | ● 9411 Jasper Avenue | ● 15020 Stony Plain Rd. |
| ● 6414 112th Avenue | ● 8210 109th Street | ● 12820 97th Street |
| ● 14246 96th Avenue | | |

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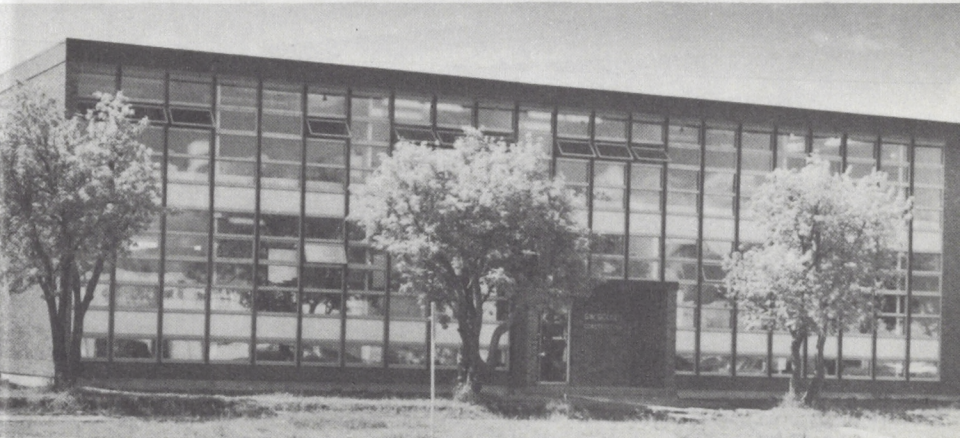
SAFEWAY



Service Clubs

WHERE AND WHEN THE SERVICE CLUBS MEET

- American Women's Club**—Meets at Corona Hotel, first Tuesday each month, 1:00 p.m.
- Cosmopolitan Club**—Meets at Y.M.C.A., every Monday, 12:15 p.m.
- Gyro Club**—Meets at Macdonald Hotel, every Tuesday, 12:15 p.m.
- Kinsmen Club**—Meets at Macdonald Hotel, every other Friday, 6:30 p.m.
- Kiwanis Club**—Meets at Macdonald Hotel, every Monday, 12:15 p.m.
- Kiwanis, West End**—Meets at Corona Hotel, every Thursday, 12:15 p.m.
- Kiwanis, South Edmonton**—Meets at Park Hotel, every Tuesday at 12:30 p.m.
- Lions Club**—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.
- Lions Club, South Edmonton**—Meets at Park Hotel, second and fourth Mondays, 2:30 p.m.
- Optimist Club**—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.
- Optimist Club, South Edmonton**—Meets at Park Hotel every Monday, at 12:15 p.m.
- Rotary Club**—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.
- Rotary Club, South Edmonton**—Meets at Park Hotel, every Tuesday, 12:15 p.m.
- Y's Men's Club**—Y.M.C.A., 6:15 p.m. Tuesdays.
- Y's Men's Club, South Edmonton**—Meets at Park Hotel, every Monday, 12:15 p.m.



The very modern office building of a city construction company.

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STAR**

auto court

KINGSWAY, BETWEEN 107th and 108th STREETS

FAMILY-SIZED UNITS

- CLEAN
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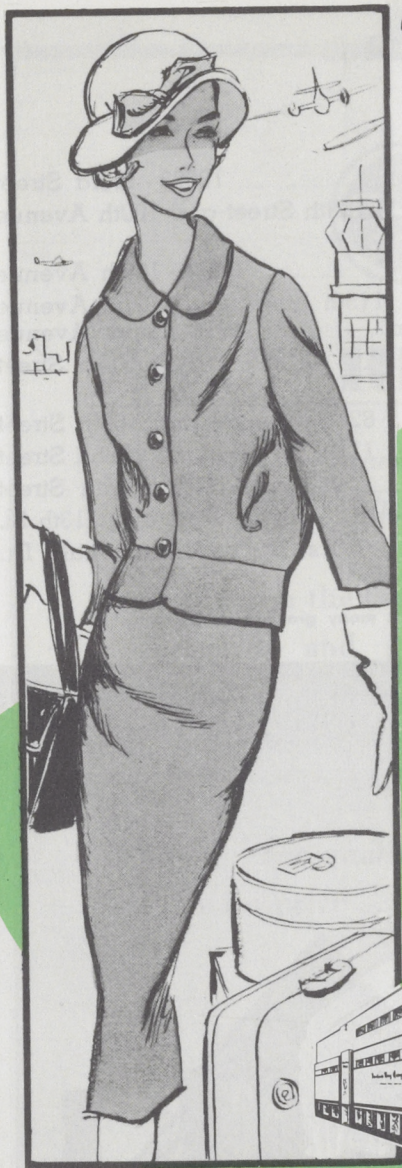
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Civic Administration is centred in this beautiful new City Hall.

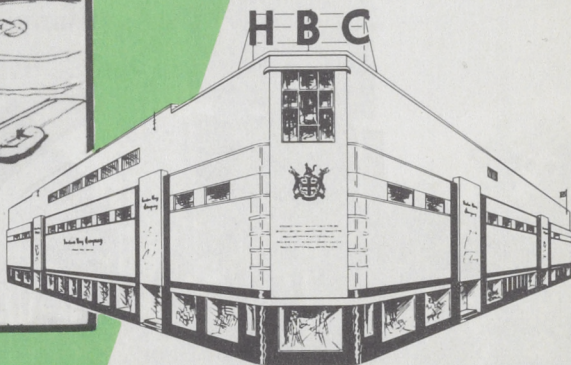


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WHERE THE ACCENT IS ON YOU

Churches



We list a few down-town churches:

Anglican: All Saints (Pro-Cathedral) 10023 - 103rd Street

Baptist: First Baptist Church 109th Street and 100th Avenue

Christian Science:

First Church of Christ Scientist 10814 - 100th Avenue

Jewish: Congregation Beth Israel 119th Street and 102nd Avenue

Congregation Beth Shalom 11916 Jasper Avenue

Lutheran: Augustana Lutheran 9901 - 107th Street

Mormon: Church of Jesus Christ of

Latter Day Saints 82nd Avenue and 108th Street

Moslem: Mosque of Al Raschid 111th Avenue and 102nd Street

Presbyterian: First 10025 - 105th Street

Roman Catholic: St. Joseph's Cathedral ... Jasper Ave. and 113th St.

United Church: McDougall United 101st St., cor. Macdonald Dr.

Holy Trinity, one of the city's many gracious churches





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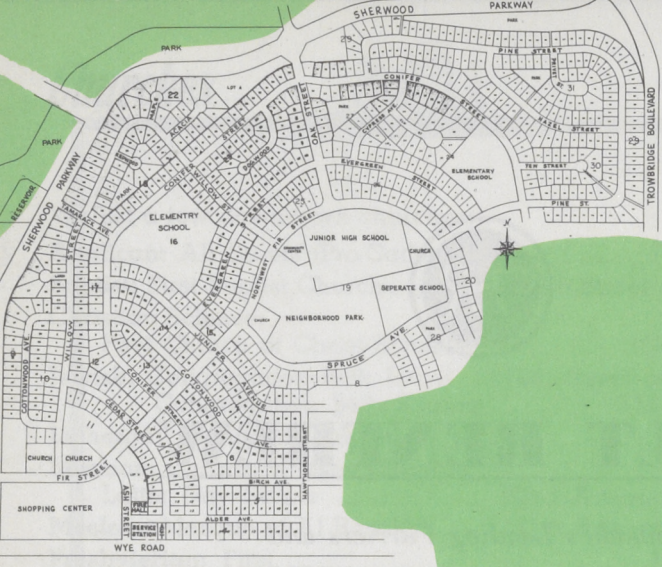
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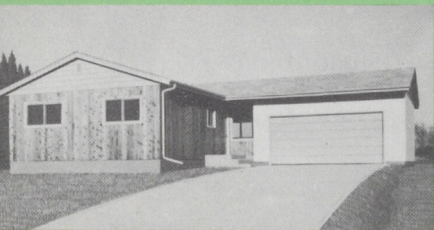
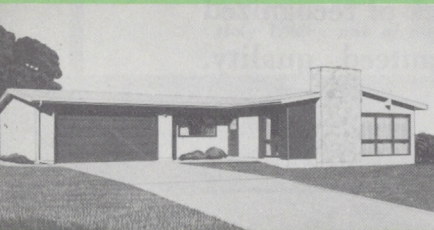
All the improvements you require for modern, luxurious living—paved streets, sidewalks, driveways and utility connections—are installed and ready to use. They are prepaid and included in the low down payment of your Home in Sherwood Park.

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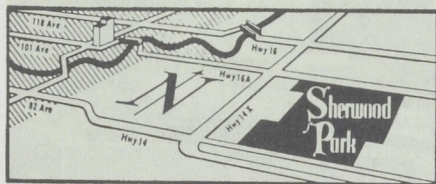
Alberta's Finest Planned Community.

LUXURY OF SPACIOUS LIVING

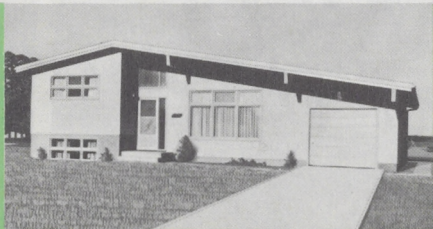
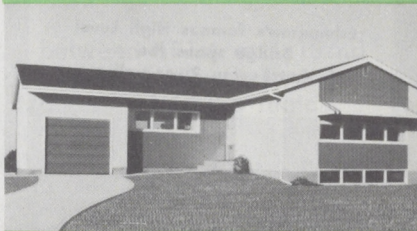
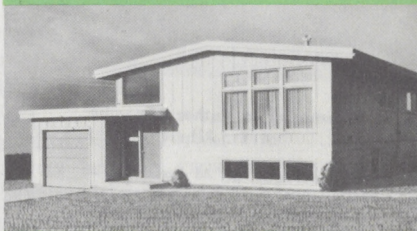
A completely modern townsite laid out for convenience and safety. A proper setting for a fine home.

17 MINUTES FROM DOWNTOWN EDMONTON

Sherwood Park is a matter of minutes driving time from the centre of Edmonton. A main highway accommodates an uninterrupted flow of traffic to and from the City with the sun at your back, morning and evening.



FINANCIAL BUILDING PHONE GA 2-4157





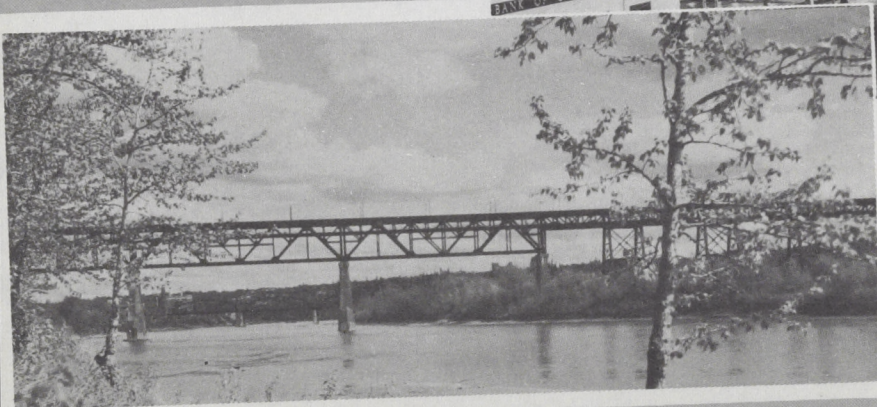
**Memorial to Father Lacombe
at St. Albert**

Mosque of Al Raschid

**Ukrainian Catholic Church
of St. Josaphat**

**The new Macdonald Hotel
dominates Jasper Avenue**

**Edmonton's famous High Level
Bridge spans the
Saskatchewan River valley**





Points of Interest

The City of Edmonton and the surrounding district is rich in colorful historic lore and many a landmark has a story to tell.

The following brief descriptions of some of the most interesting points along the blazed scenic drive (pages 4 and 5) will assist the visitor in discovering the local color of the city.

New City Hall: 103rd Avenue and 100th Street. Edmonton's new City Hall, completed in the spring of 1957, handsome and extremely modern in design, expresses well the far-sighted character of an expanding city prepared to play a leading role in the country's future. The now-famous modern "wild-goose" fountain in front of the City Hall, subject of much controversy, is strikingly lighted at night to make a most dramatic display.

Edmonton Exhibition Grounds: 79th Street and 115th Avenue (see page 77). In this area are located the city's race track, the Edmonton Gardens' hockey arena and a large stock-show pavilion, as well as the many exhibition buildings. Here you will also see the original building that housed Edmonton's first newspaper, "The Edmonton Bulletin," which commenced publication in 1880.


Ukrainian Catholic Church of St. Josaphat: 97th Street and 108th Avenue. This magnificent church, with its temple crosses soaring into the sky, was built entirely through subscriptions from the congregation. It stands as a testimonial to this good, free country where these Ukrainian Canadians considered it a privilege to give their all to build their own temple in which to worship God in their own way. It was first opened in 1947.

Mosque of Al Raschid: 111th Avenue between 101st and 102nd streets. A rare sight in North America, this Moslem temple is the centre of worship for the followers of Mohammed in the region.

Edmonton Airport: Kingsway. Sprawling over 750 acres, this is one of the finest municipal airports in Canada (see page 79).

Father Lacombe Memorial and Church: Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. Beloved by Indian and settler alike, Father Lacombe was one of the great missionary pioneers of Canada's northwest. The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, within a brick structure recently built to protect it.

Shoppers' Park, Westmount: 111th Avenue at Groat Road. Forty stores, shops and other services are located in this attractive shopping centre—the largest in western Canada. Away from the




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Visitors,
to Edmonton's
finest
restaurant
and
dining lounge*



Seven Seas

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FINE CANADIAN COOKERY

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ATTRACTIVE LICENSED LOUNGE

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crowded downtown business centre, the Shoppers' Park offers free parking space for about 3,000 cars as well as every shopping convenience and service. Tourists wearing casual travel togs will feel quite comfortable shopping in the casual suburban atmosphere of this shopping centre.

Children's Zoo: Laurier Heights Park. Follow 142nd Street south to 87th Avenue and turn left into Buena Vista Road, which leads south to the river and the Children's Zoo. Officially opening July 1st, this delightful story-book zoo is unique in North America. Small animals and fowl which may be safely approached by small children inhabit whimsically designed houses straight from a child's fairy-tale book. Designed to appeal to children, this little land of fantasy is meant to provide a happy atmosphere in which small children and small animals may get acquainted and feel at home with one another.

Groat Bridge: A very pleasant scenic drive along Groat Road and over the Groat Bridge links North and South Edmonton in the city's west end.

Mayfair Golf and Country Club is beautifully situated on the south side of the Saskatchewan river, easily approachable by the Groat Bridge from the north and by Saskatchewan Drive from the south side.

Enjoy

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TO EDMONTON

AT THE



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● FREE PARKING

All rooms with private bath and telephone ● Maid service ● Cooking facilities if desired 69

University of Alberta: South of Saskatchewan Drive at 112th Street. Well known all over this continent for its high educational standards and the excellence of its courses and facilities, the University of Alberta enrolls students from all parts of the world. Several new buildings help to accommodate its constantly increasing student body and the beautiful new Rutherford Library is one of the most convenient and complete in this country. The Alberta Research Council and several provincial and federal laboratories are also located here.

University of Alberta Museum: Arts building, University campus.

Jubilee Auditorium: 87th Avenue and 114th Street, adjacent to the University campus. Commenced in 1955, Alberta's Golden Jubilee year, in commemoration of the fiftieth anniversary of the inauguration of the Province of Alberta, this magnificent Jubilee Auditorium was built by the Government of the Province of Alberta. Judged by experts to be one of the finest multi-purpose auditoriums on the continent, the auditorium proper seats approximately 2,700 people and is equipped with the most modern and extensive stage, lighting and sound facilities obtainable. The beautiful and impressive main lobby, a second small auditorium, an art and display gallery, a banquet room with complete kitchen facilities, meeting rooms, practice rooms, lounges, dressing rooms and offices are all combined here to make this building the centre of many of the cultural activities of northern Alberta. An identical Jubilee Auditorium has also been built in the City of Calgary.

The dignified Legislative Building of the Alberta Government overlooks the river valley on 109th Street





Edmonton's Jubilee Auditorium

High Level Bridge: Spans the Saskatchewan River valley at 109th Street.

Alberta Legislative Building: 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Legislative Building stands on grounds where fierce Indian battles once were fought. On this spot stood old Fort Edmonton and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces.

Field Force Cairn: On grounds of new Administration Building on 109th Street. This cairn was erected to the memory of the task force which, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Government Centre: In the immediate vicinity of the Legislative Building have recently been built a number of large new provincial and federal government administrative buildings and it is expected that eventually this whole area will be given over to government buildings of this type.

Edmonton Art Gallery: 9842 105th Street. Visitors to Edmonton may view the paintings and sculpture of Edmonton and Alberta artists here, as well as contemporary art from all parts of the continent.



One of the Fine Hotels of the West

Attractive, well-appointed rooms . . . friendly, efficient service

Enjoy delicious meals in the delightful
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NEW GRILL ROOM

It's air conditioned!

The luxurious surroundings of the Windsor Room and the
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The King Edward Hotel

10180 - 101st Street, Edmonton, Alberta



Main Lobby of the magnificent Jubilee Auditorium

Cenotaph: 100th Avenue and 102nd Street. Edmonton's war memorial.

George McDougall Memorial Shrine and Museum: 101st Street at 100th Avenue. The oldest building in Edmonton, it is open to the public every afternoon (see page 75).

Macdonald Hotel: 100th Street and 100th Avenue. Edmonton's finest hotel, commanding a sweeping view of the river valley, the Macdonald now has a 16-storey addition facing Jasper Avenue.

Refinery Row: About 4 miles east of the city, on Highway No. 16A, are the huge oil refineries of the Imperial Oil Co., Ltd., the McColl Frontenac Company and British American Oil Company. Located in the same area are the C.I.L. Polythene plant, the giant storage tanks and pumping stations of the Interprovincial Pipe Line Company Ltd. and the Trans-Mountain Pipeline Company, which carry oil to the eastern and western reaches of Canada respectively. About 1½ miles north and a quarter of a mile west of the B.A. Refinery visitors can see the tremendous petrochemical plant of the Canadian Chemical and Cellulose Company Limited. A number of smaller plants linked with the petrochemical industry are also established in this refinery row area. Visitors are especially pleased with the appearance of this region at night when the tall cracking towers and stills of all of these refineries and plants are ablaze with myriads of sparkling lights.





McDougall Memorial

Perhaps one of the most interesting landmarks in Edmonton, a very real link with the city's past, is a small and unpretentious grey building which stands quietly in the shadow of McDougall United Church, just south of Jasper Avenue on 101st Street. Above the door is lettered the simple legend, "Methodist Church, 1873." This was the first building to stand outside the protecting walls of old Fort Edmonton!

This little church now serves as a memorial and shrine to the man who built it, the Reverend George McDougall, who spent many years as a missionary on the prairies, beloved by white and red man alike. He gave his life to educating and Christianizing the Indians, and preparing them for the time when the white man would settle their plains. His great influence as a peacemaker was largely responsible for keeping peace between the tribes, and later, between the Indians and the whites.

The church has now become a museum, and its hand-hewn log walls are hung with pictures of the great pioneers — the missionaries, the traders, the homesteaders, the citizens of those early days. Many interesting mementos of the past are preserved in a glass case. Inside these old walls is a treasure-house of story—the colorful history of Edmonton and the great northwest.

This little church is open to the public every afternoon during the summer and visitors are cordially invited to see it.



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EDMONTON EXHIBITION

50th Anniversary of Flight in Canada

- ★ SPECTACULAR GRANDSTAND SHOW
- ★ WORLD'S LARGEST MIDWAY
- ★ MAMMOTH OPENING PARADE

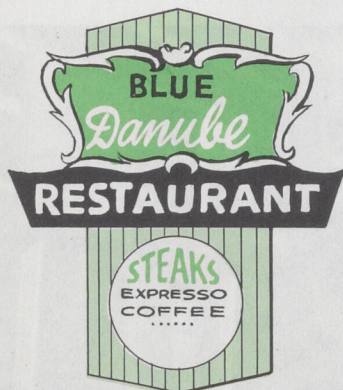
- ★ NATIONAL LIVESTOCK SHOWS
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FULLY LICENSED DINING LOUNGE



Edmonton Exhibition

JULY 13th to 18th

Plan your visit to Edmonton for Fair Week, July 13th to 18th, and see the gigantic Edmonton Annual Exhibition! This is not only Canada's leading livestock and agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, for artists, photographers and for the schools. And in addition to the hundreds of interesting and educational exhibits there is all the fun of a gala midsummer fair—grandstand shows every evening, chuck-wagon races, fireworks, all the hurly-burly of the midway with its rides and side shows—and six days of horse racing to boot!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to see the big opening parade and to enter into all the fun and festivity of the mammoth Edmonton Exhibition!

A FRIENDLY
WELCOME
AWAITS YOU AT
CANADA'S
FASTEST
GROWING CITY

When in Edmonton

VISIT THE

ARMY AND NAVY

DEPT. STORES Ltd.

WE UNDERSELL
EVERYBODY

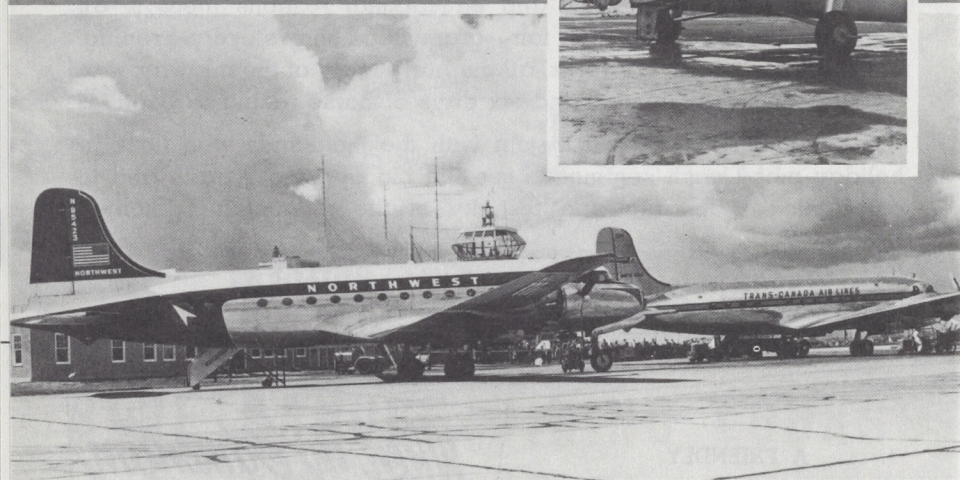
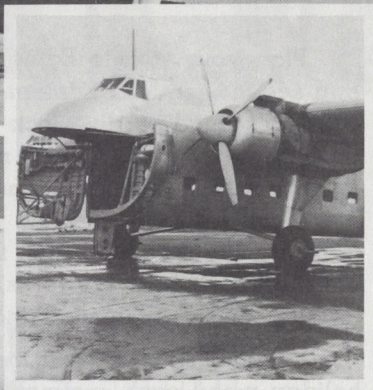
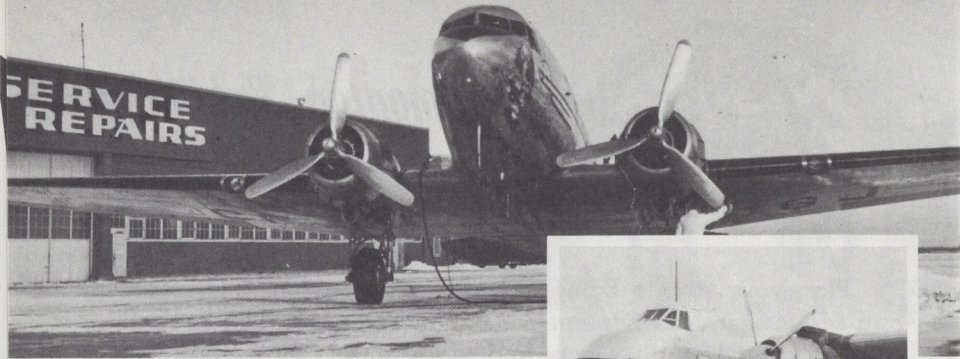
97th STREET and 103RD AVENUE

SOUTH SIDE
STORE

WHYTE AVE.
AT 104 STREET



TWO STORES TO SERVE YOU





Edmonton Airport

The tremendous commercial and strategic significance of the Edmonton Airport, at the threshold to the vast northern areas of this continent, has made Edmonton an air centre of world-wide importance. Scheduled flights for all parts of the world are operated in and out of Edmonton by five major airlines. Eight other lines run scheduled and charter flights servicing the huge mining production of the north, the Peace River area, the fur trade and scores of other far northern projects. Millions of pounds of freight, the largest volume handled by any Canadian airport, pass each year to and from the north, the Yukon and Alaska through the Edmonton Airport. Certainly one of Canada's busiest airports, it annually records more than a quarter of a million take-offs and landings on its heavy runways.

Municipally owned, the Edmonton Airport was the first licensed commercial airport in Canada and the development of air transportation has been a greater contributing factor in the development of the city than it has in any other major city. Edmonton was the base of the famous Canadian bush pilots who, after World War I, played so large a part in the opening up of the north and the great mining projects that made Edmonton their distributing centre.

During World War II the airport was taken over by the federal government and enlarged and improved by both the Canadian and American governments to serve as a North West Air Command post. Returned to municipal control after the war, it is now a \$14,000,000 project, covering 750 acres, with 664,036 square yards of heavy, three-mile runways and the latest equipment. With the increasing size and weight of heavy transports, these runways have become inadequate for some transport purposes and a new federal airport, which will accommodate the world's largest aircraft, is now under construction about 14 miles south of Edmonton.

R.C.A.F. and U.S.A.F. air traffic is now handled by a large military air base at Namao, adjacent to the City of Edmonton.

This year, as Canada celebrates the fiftieth anniversary of powered flight within its borders, a new book "Airborne from Edmonton", by Eugenie L. Myles, reveals in intimate detail the stirring story of the celebrated Canadian bush pilots and the development of commercial aviation and Canadian airlines from their origins at the Edmonton Airport.



ah, wilderness!

If you long for a fishing or hunting vacation deep in the Canadian wilds, this exclusive lodge is the place for you.

Alberta's Wolf Lake Lodge



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FLOAT-EQUIPPED PLANE OR
LAND BOMBARDIER

Here is a fishing and hunting preserve far from the haunts of the vacation crowds—an isolated lake teeming with fish, and virgin hunting country full of game. And here is a truly exclusive hunting and fishing lodge, comfortable and attractive—a sportsman's paradise! This is real wilderness, only 150 miles southwest of Edmonton.

Seasoned guides guarantee big game trophies and full catches of various species of trout and Canada's northern pike.



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9725 89TH AVENUE, EDMONTON, ALBERTA

PHONE GE 3-6747 OR GA 2-0222

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Parks and Resorts

EDMONTON PARKS

Right in Edmonton are city parks that compare with any on the continent. The city has 3,844 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

Queen Elizabeth Park (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed dining pavilion.

Victoria Park—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge, covers 135 acres. This park area contains the city-owned and operated Municipal Golf Course and Clubhouse, a cricket pitch and excellent picnicking facilities.

Borden Park—in the eastern section of the city, 112th Avenue and 75th Street. This park has an outdoor swimming pool and is an extremely popular Sunday band concert spot.

Whitemud Park—on a river flat in a south western section of the city. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to outdoor-minded holiday crowds.

Emily Murphy Park—bounded by the Saskatchewan River on the north, the Groat Road on the west and Saskatchewan Drive on the east, this is a pleasant, wild parkland area named in memory of Edmonton's Judge Emily Murphy, the British Commonwealth's first woman magistrate.

Laurier Heights Park—along the north bank of the river, at the end of Buena Vista Road in the west end of the city. This park houses the new Children's Zoo, opening for the first time this summer. (See page 71).



the "camera bug" gets you...

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Beach Resorts

Lake Wabamun — West of Edmonton on No. 16 Highway. **Seba Beach**, approximately 55 miles west of the city, is the most popular resort beach on this large lake, attracting Edmonton families for fishing, swimming and aquatic sports.

Pigeon Lake — 68 miles from Edmonton, 28 miles west of Wetaskiwin. A clean, white sandy beach and crystal clear water make this lovely lake a great favorite with summer cottagers. There is excellent swimming, boating and fishing at all the many beaches encircling the lake. At **Mameo Beach** there are a few tourist cabins, two camping grounds, and cottages to rent by the week, as well as stores, restaurants and a dance hall. **Mulhurst Beach** is also a public beach with picnic grounds and cottages for rent.

Alberta Beach, on Lac St. Anne and a number of resorts on smaller lakes west of Edmonton are popular cottage and picnic resorts.

Lakeview Park and Recreation Centre — 20 miles east of Edmonton on Highway 14, on the south shore of Cooking Lake. A pleasant resort with a sandy beach, it also offers a dancing pavilion which is a favorite Saturday-night meeting spot for city pleasure-seekers.

filet, T-bone, top sirloin



YOU SELECT
YOUR OWN
STEAK

For Charcoal Broiling

**RESTAURANT AND
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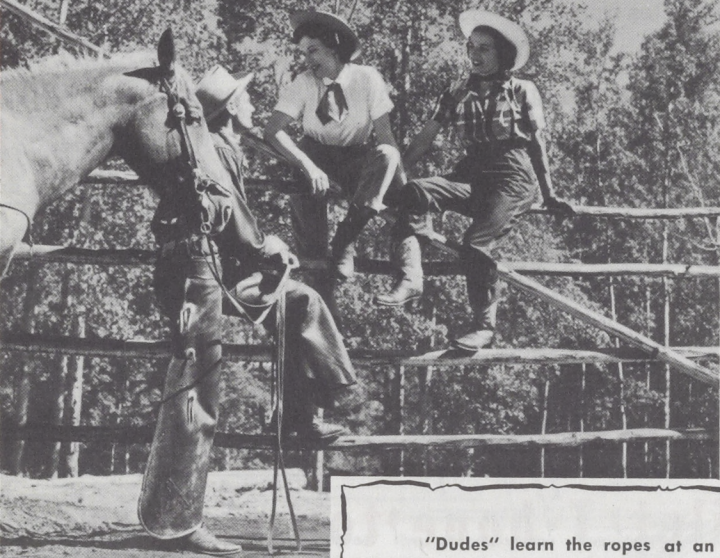
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AT CIRO'S

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"Dudes" learn the ropes at an Alberta guest ranch.

Week-end sailors on a fine lake near Edmonton.





Guest Ranches

AND HUNTING LODGES

These guest ranches are authentic ranch operations where the raising of cattle and horses is the principal occupation, but which accommodate guests during summer months and supply guides and outfits for big game hunting during the fall.

P.B. Guest Ranch—located on Solomon Flats at the base of the first range of the Canadian Rockies, east of Jasper. This ranch is reached by C.N.R. train or car from Edmonton via Hinton to Entrance and Brule. Food and lodging, saddle horse, guide and daily saddle trips included in rate. Caters to big game hunters and their families during the fall hunting months. Address: M. F. Creighton, Brule, Alberta.

Big Horn Ranch—in the Clearwater Valley, south and east of Rocky Mountain House, reached by gravelled Highway No. 54 west from Innisfail. Organized trail rides into the foothills and mountains during the summer. Excellent fishing. Caters to big game hunters in the fall. Address: Jack Browning, Ricinus, Alberta.

Wolf Lake Lodge—(see page 80) an exclusive hunting and fishing lodge on Wolf Lake approaching the foothills southwest of Edmonton. This lodge is accessible only by aircraft from Edmonton or by land bombardier. Excellent fishing and hunting in true wilderness country. Address: Wm. Horinek, 9728 89th Avenue, Edmonton.

A brisk September ride in the foothills near Brule.

85



Head for the corner of
Jasper Avenue and 107th Street

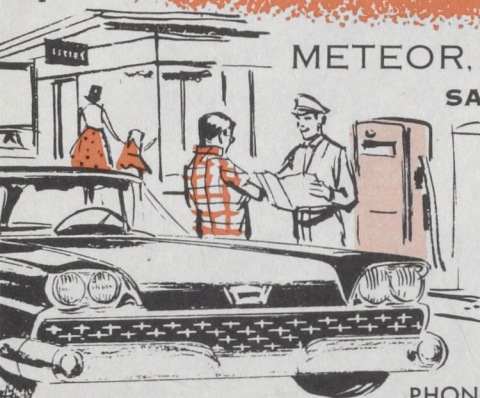


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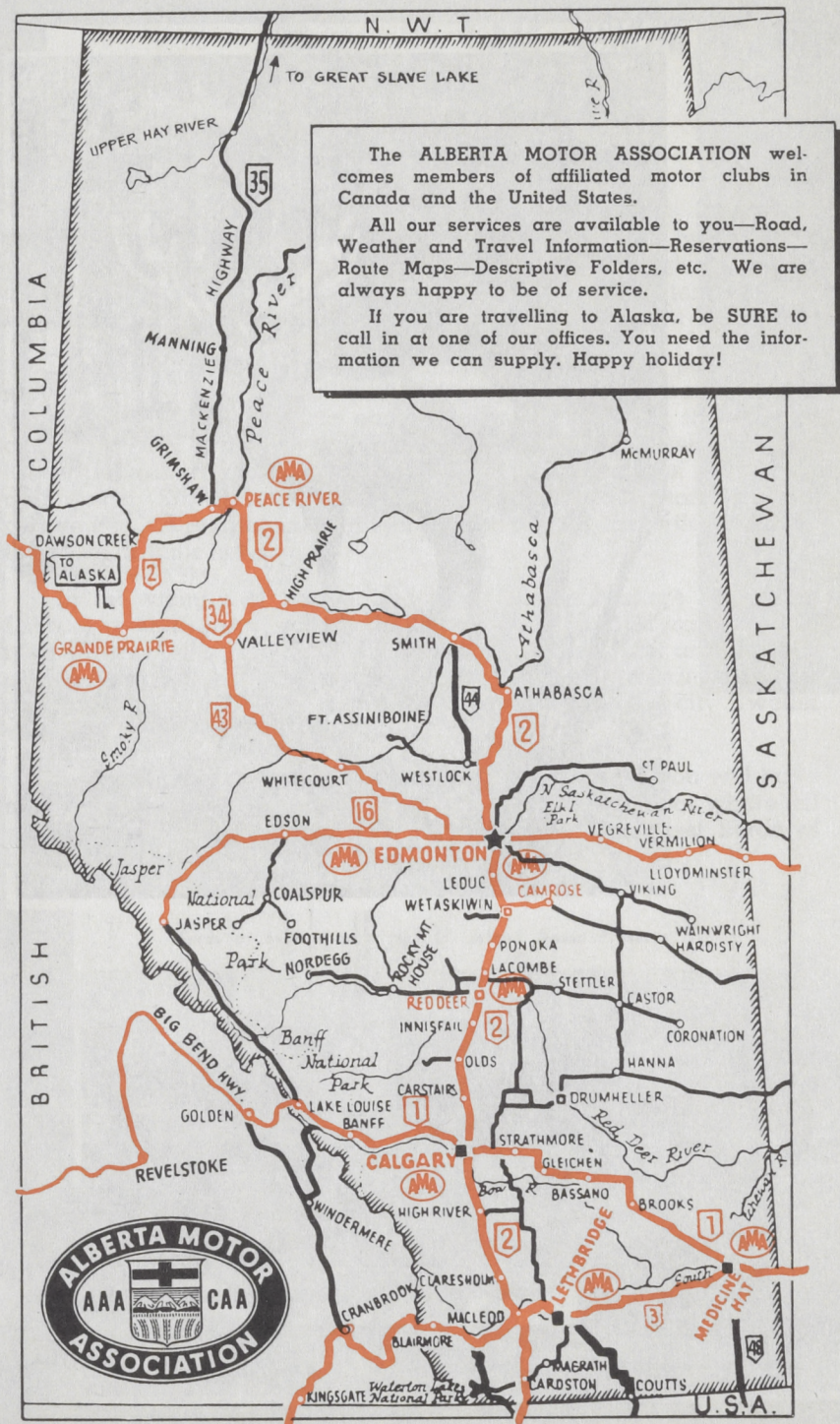
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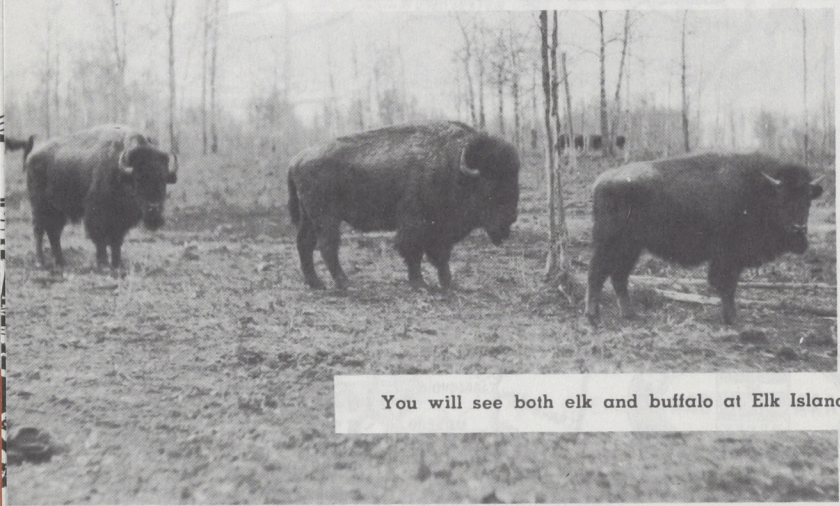
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If you are travelling to Alaska, be SURE to call in at one of our offices. You need the information we can supply. Happy holiday!



You will see both elk and buffalo at Elk Island Park.



Elk Island Park

Only thirty miles east of Edmonton there are nearly 1,500 wild plains buffalo roaming the parkland, just as they did hundreds of years ago. Large herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada — Elk Island Park.

Reached by Highway No. 16 from Edmonton, the park is preserved in its natural state, and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. Scattered over the whole area are small, island-dotted lakes, providing ideal nesting grounds for thousands of wild duck and geese. Elk Island being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests.

In the vicinity of Sandy Beach, on the east shore of Astotin Lake, is a small resort with cabin accommodation and trailer space, restaurants and picnic facilities. The swimming is fine, and there is also a very good nine-hole golf course. Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller who longs for a taste of the country.

Do bring your camera when you visit the park, for you will have many opportunities to snap priceless pictures in this spot where all wildlife is protected, and where roams one of the finest herds of buffalo in North America.

Herds of Buffalo roam the Elk Island Game Preserve



deluxe
rooms

dining
room

coffee
shop

Family Rates

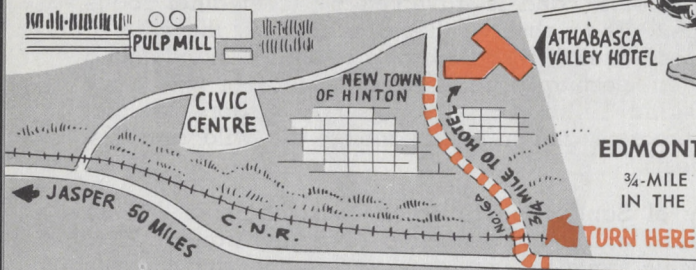
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Rates

PHONE 2441

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ON THE
EDMONTON-JASPER HIGHWAY

3/4-MILE NORTH OF THE HIGHWAY
IN THE MODEL TOWN OF HINTON

TURN HERE

NO.16 HIGHWAY TO →
EDMONTON 176 MILES

BIG CITY HOTEL FACILITIES IN THE HEART OF RUGGED ROCKY MOUNTAIN TERRAIN





Jasper Park

From Edmonton, it is only a half day's journey by car or on the main line of the Canadian National Railway to one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys, and the entire region is dotted with gem-like glacial lakes.

In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and enjoy a game of golf on the fine championship course at Jasper Park Lodge.

You will want to see the regal peak of Mount Edith Cavell and the remarkable "Glacier of the Angels." You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty of the

RENT A CAR AND

Motor through the Rockies!



Rent your car in Edmonton and drive to Jasper. Motor through the thrilling scenic beauty of the Rockies to Banff and Calgary, leave your car at our Calgary office, and continue your journey by plane or train.

Alberta

RENT-A-CAR

EDMONTON AIRPORT Phone HU 8-0483

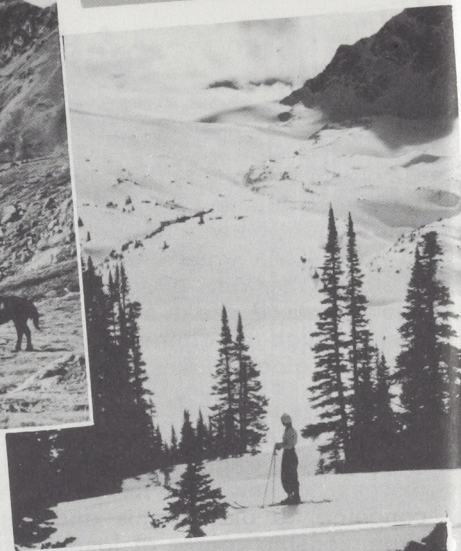
JASPER PARK—Andrews Motor Hotel, Phone 3101
CALGARY—540 5th Avenue West, Phone AM 9-5494

DOWNTOWN EDMONTON

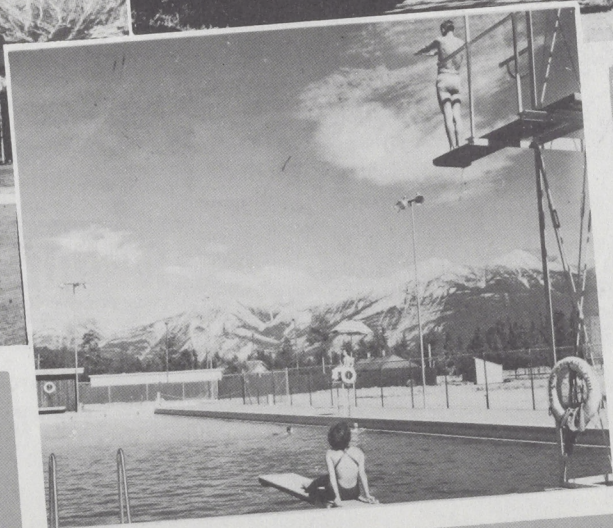
Opposite main entrance of
the Macdonald Hotel
Phones: GA 4-1667 and GA 4-3331

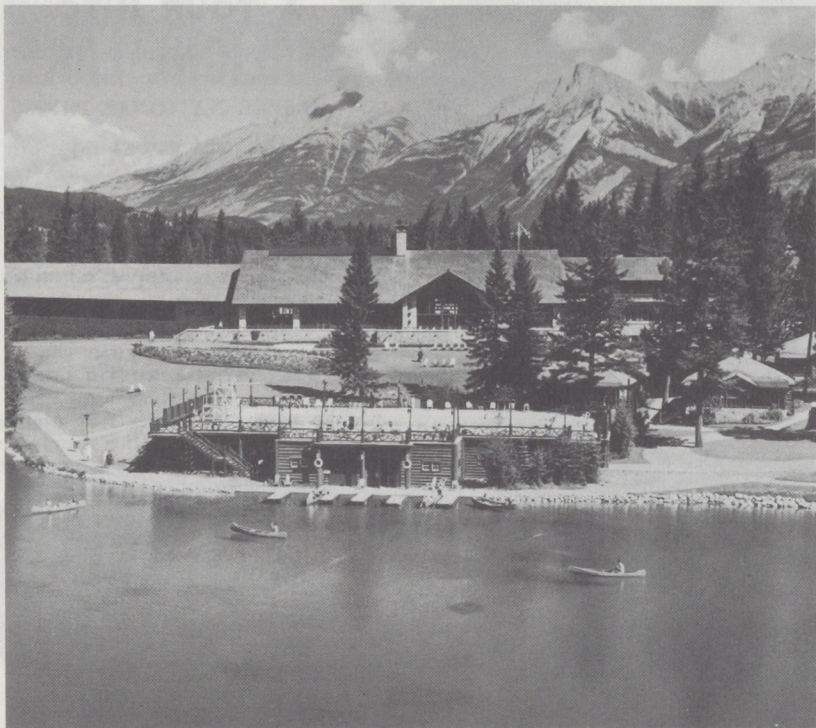
91

ALL TRAVEL CARDS HONORED



A MOST
GLORIOUS
HOLIDAYLAND
AWAITS YOU AT
JASPER





The Canadian National Railway's Jasper Park Lodge situated on Lac Beauvert

incomparable Maligne Lake. The magnificent Mount Robson, the vast and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and Amethyst Lake, sheltered by the impressive Ramparts range—these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

Accommodation at Jasper Park is excellent and you may choose luxurious surroundings or a simple family cottage. Three



A TOUR INTO **MALIGNE LAKE**

JASPER NATIONAL PARK

"The most perfect gem
of the Rockies!"

An exciting scenic trip by car and boat from Jasper Town, across Medicine Lake and up through 12 miles of mountain and virgin forest to beautiful Maligne.

- FISHING ● BOAT CRUISES
- CAMERA FUN
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Make your arrangements at Maligne Tours and Lodge office in Jasper, directly across the street from the Government Information Bureau.



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IN THE ROCKY MOUNTAINS



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2½ Miles on an Ancient River of Ice! A 45-minute conducted tour by snowmobile up on a live glacier . . . the most novel and interesting tour in Western Canada.



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OF
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miles from the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels and motels in Jasper town and quite a number of very good bungalow and cabin camps scattered throughout the park, most of them close to the town.

Sight-seeing buses make daily scenic trips to the many points of interest in the park, or you may rent a drive-yourself car and explore the region at your leisure.

If you have never seen Jasper Park, a wonderful experience awaits you. If you are returning for the second or third time, you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.



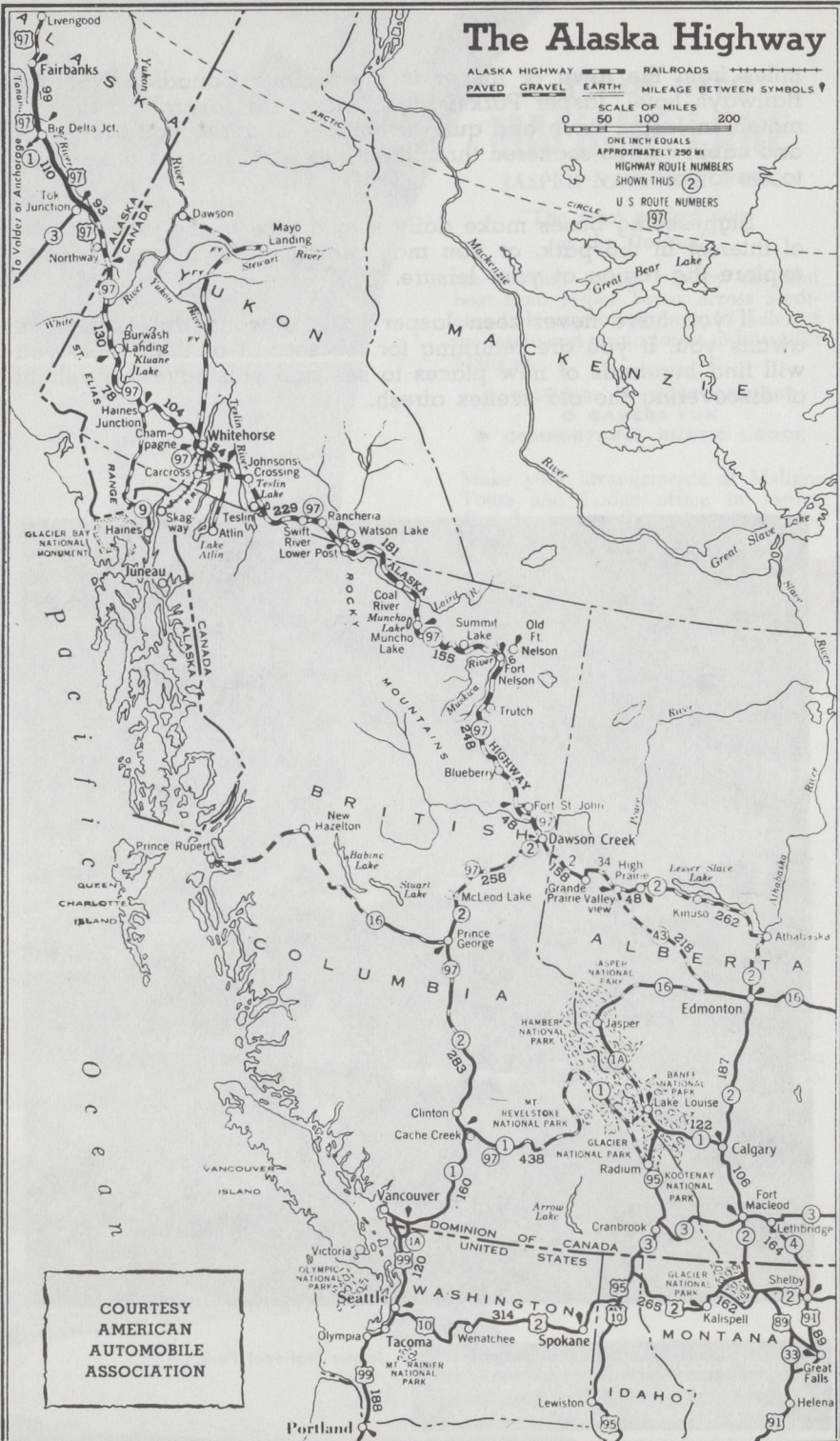
Beautiful Maligne Lake in Jasper National Park.

The Alaska Highway

ALASKA HIGHWAY RAILROADS
PAVED GRAVEL EARTH MILEAGE BETWEEN SYMBOLS

SCALE OF MILES
0 50 100 200

ONE INCH EQUALS
APPROXIMATELY 250 MI
HIGHWAY ROUTE NUMBERS
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Alaska Highway

A unique and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austere beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamlined trains, and the new modern homes rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.



The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitoes are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country. Reports on the condition of approach roads may be obtained from the Director, Alberta Travel Bureau, Legislative Building, Edmonton, Alberta.

Campgrounds with adequate cooking facilities have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodations — hotels, stores, meals, gas, oil and repairs — are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System maintenance camps. Arrangements for accommodation should be made in advance.

The failure of the Peace River Bridge has not affected travel on the highway, for traffic is moving normally across the Peace River via the railway bridge in the area.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear the same clothing as you would for travelling in the northern United States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.





The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish and game on the continent. You can bag mule deer, moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, in season, and in Alaska there is also the graceful Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, land-locked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the southeastern Alaskan cutthroat.

Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

British Columbia—Game Commission, 567 Burrard St., Vancouver, B.C., Canada.

Yukon Territory — Dept. of Mines and Resources, Ottawa, Canada or Whitehorse, Y.T.

Alaska—U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.

Accommodations and Facilities on the Alaska Highway

Mile	Location	Services and Facilities Available	Beds
BRITISH COLUMBIA			
0	Dawson Creek—Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph		300
16	Farmington—Post Office, Store, Gas and Oil		None
36	Peace River Bridge—Minor Repairs		None
49	Fort St. John—Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph		150
52	Charlie Lake—Meals, Gas and Oil, Minor Repairs		None
101	Blueberry—Meals, Gas and Oil, Phone and Telegraph		10
147	Beaton River—Meals, Store, Gas and Oil, Repairs		30
171	Mason Creek—Meals, Gas and Oil, Repairs		10
201	Trutch—Meals, Gas and Oil, Phone and Telegraph		10
233	Prophet River—Meals, Stores, Gas and Oil		20
300	Fort Nelson—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		50
351	Steamboat Mountain—Meals, Gas and Oil		10
392	Summit Lake—Meals, Gas and Oil, Repairs, Phone and Telegraph		12
397	Rocky Mountain Auto Court—Meals, Store, Gas and Oil, Minor Repairs		10
422	Toad River—Meals, Store, Gas and Oil		10
462	Brandt at Muncho—Meals, Store, Gas and Oil, Storage		18
463	Muncho Lake—Meals, Gas and Oil, Minor Repairs		10
496	Liard River—Meals, Store, Gas and Oil, Minor Repairs, Phone and Telegraph		12
533	Coal River—Meals, Gas and Oil, Phone and Telegraph		10
543	Coal River—Meals, Gas and Oil, Minor Repairs, Phone and Telegraph		5
596	Iron Creek Lodge—Snack Bar, Store, Service Station and Garage, Wrecker Service, Phone and Telegraph		9
620	Lower Post—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		40
YUKON TERRITORY			
632	Watson Lake—Campground		None
634	Watson Lake—Meals, Store, Gas and Oil, Phone and Telegraph		40
643	Upper Liard River—Meals, Gas and Oil Repairs		None
687	Lower Rancheria—Meals, Gas and Oil		None
710	Rancheria—Meals, Gas and Oil, Campground		10
733	Seagull Creek—Lunch Stop		None
733	Swift River—Meals, Store, Gas and Oil, Phone and Telegraph		20
777.7	Morley River—Meals, Gas and Oil, Campground		6
804	Teslin—Meals, Store, Gas and Oil, Phone and Telegraph		15
813	Teslin Lake—Campground		None
837	Teslin River—Meals, Gas and Oil		20
843	Little Teslin Lake—Meals, Gas and Oil		Limited
849	T.C.—Campground		None
872	Judas Creek—Meals, Gas and Oil, Campground		Limited
883	Marsh Lake—Meals, Gas and Oil, Phone and Telegraph		30
918	Whitehorse—Meals, Stores, Repairs, Phone and Telegraph		300
967	Mendenhall Creek—Campground		None
987	Cracker Creek—Meals, Gas and Oil		Limited
996	Canyon Creek—Meals, Gas and Oil, Phone and Telegraph		10
1013	Pine Creek—Campground, Phone and Telegraph		None
1016	Haines Junction—Meals, Store, Gas and Oil, Repairs		15
1022	Bear Creek—Meals		4
1034	Jarvis Creek—Lunch Stop		None
1054	Kluane Lake—Meals, Gas and Oil		12
1075	Kluane Lake—Lunch Stop		None
1083	Destruction Bay—Meals, Gas and Oil, Phone and Telegraph		Limited
1093	Burwash Landing—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		40
1095	Airport Lodge—Meals, Gas and Oil, Phone and Telegraph		Limited
1105	Burwash Flats—Campground		None
1152	Lake Creek—Campground		None
1167	Koidern—Meals, Phone and Telegraph		None
1200.4	Beaver Creek—Store, Gas and Oil, Towing Service, Phone and Telegraph		None
1210	Sourdough Inn—Meals		6
1213	Mirror Creek—Campground		None
1220	Y.T.—Canadian Immigration and Customs, Meals, Phone and Telegraph		None
1221	Canada-Alaska Boundary		
ALASKA			
1318	Tok Junction—Meals, Store, Gas and Oil		40
1458	Richardson—Meals, Gas and Oil, Repairs		
1523	Fairbanks—Hotels, Stores, Meals, Gas and Oil		



Sports in Edmonton

EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

Baseball: At Renfrew Park, Western Canada's finest baseball park, at 104th Street and 96th Avenue, baseball fans watch games in the Western Canada Baseball League, which includes teams from Regina, Saskatoon, Moose Jaw, North Battleford-Lloydminster, Wiliston, North Dakota and Edmonton. Top-flight games may be seen either in the afternoon or evening—night games being played under floodlights. Visitors are specially invited to watch the "Edmonton Eskimos" in action while in the city. Phone the club office at GA 2-4218 for information on game schedules.

Football: Edmonton's famous football team, the spectacular Edmonton Eskimos, plays in the Western Conference, and for three successive years, 1954, 1955 and 1956, carried off the coveted Grey Cup trophy, highest honor in Canadian football. Western Conference football is played from mid-August to mid-November, and autumn visitors to Edmonton should not miss an opportunity to join the enthusiastic crowds who flock to Clarke Stadium to watch the Eskimos' thrilling brand of football.

Fastball: Visitors are assured of an interesting game of fastball almost any night of the week, for the Edmonton Senior Men's Fastball League plays at Clarke Stadium on Sunday, Monday, Wednesday, and Friday nights, and at the South Side Athletic Park on Tuesday and Thursday evenings.

Cricket: It often comes as a surprise for visitors and newcomers to the city to learn that cricket is played regularly here. Five teams in the Edmonton league play every Saturday and Sunday throughout the season at the cricket ground in Victoria Park, just south of the golf club house. Junior teams play Saturday mornings, and there is practice in the nets every evening. England's famous M.C.C. cricket team will be in Edmonton to play teams of the Edmonton District League on the weekend of August 28th and 29th, an event that visitors interested in cricket should not miss.

Anyone wishing to play cricket should phone Mr. George Powell, GE 3-3286, or Mr. Gerry Hansen, phone GE 3-0187.

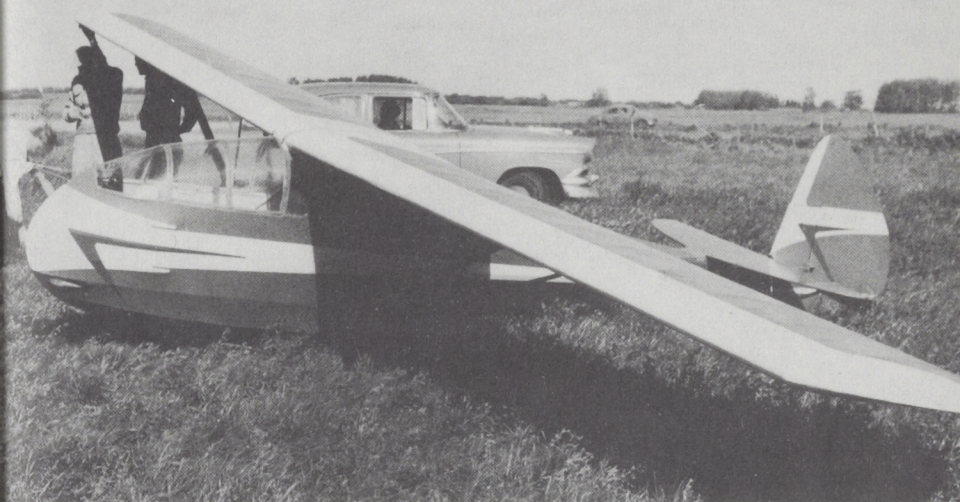
Horse Racing: Three race meets, with pari-mutuel betting, are held at the Exhibition Grounds track in Edmonton each season. The Spring Meeting this year will last for 9 days, May 28th to June 8th, followed by the Exhibition Week Meet from July 13th to 18th. The 14-day August Meeting commences August 8th and runs through

to August 24th. The famous Canadian Derby, for a \$15,000 purse, Canada's biggest race next to the Queen's Plate, is now run in Edmonton at the August Meeting.

Stock Car Racing, at Speedway Park, north on 127th Street in Edmonton, has become one of the city's most popular outdoor sport attractions. Visitors to Edmonton are invited to attend these thrill-packed races on Wednesday evenings, some Saturday evenings, and every holiday. For information, phone GR 9-3804.

Gliding, or soaring, is fast becoming a major sporting activity in Edmonton, where ideal geographical location and weather conditions contribute greatly to the success of this thrilling sport. Based at the Hemsworth Airport in Wetaskiwin, 40 miles south on Highway No. 2, the Edmonton Soaring Club has dual-control training gliders and a number of sailplanes, several built by the members who own them. Five skilled instructors train novices in the art of soaring and the numbers of enthusiastic initiates grow with each passing week throughout the season. Any fine summer weekend finds the skies in the Edmonton-Wetaskiwin area full of graceful sailplanes soaring off on flights of surprising distance and duration. Visitors are invited to watch the activities at Hemsworth Airport on Saturdays and Sundays, and soaring enthusiasts will enjoy a chat with club members at the hangars.





Edmonton Soaring Club Glider at the Hemsworth Field

Golf: For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

PUBLIC COURSES:

Municipal Golf Course, Victoria Park.
Riverside Golf Course, Dawson Bridge, No. 16 Highway.

PRIVATE GOLF CLUBS:

Mayfair Golf and Country Club, South Side.
Edmonton Country Club, 156th Street.
Highlands Golf Club, 66th Street and Ada Boulevard.
Derrick Club, 10908 54th Avenue.
Windermere Golf and Country Club,

The usual visitors' privileges are extended to all club members at the city golf clubs.

Lawn Bowling: Anyone desiring to play is invited to any of Edmonton's excellent greens where bowls will be provided.

Greens are located at:

Edmonton Club, 85th Avenue and
104th Street.
Garneau Club, Garneau Community
Centre, 10943 84th Avenue.
Alberta Avenue Club, 9228 118th
Avenue.

C.P.R. Club, South Side Station.
Royal Club, Parliament Bldgs.
Patricia Club, 10904 94th Street.
Westlawn Club, 124th Street.
Highlands Club, 65th Street.

Tennis: Visitors are welcome on the hard rolled, taped courts of Edmonton's tennis clubs:

Glenora Tennis Club, 10139 120th Street.
Garneau Tennis Club, 108th Street and 83rd Avenue.



Mill Creek Swimming Pool

Riding Academies: Four well known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather:

Briercrest Stables, 117th Avenue and 149th Street.

Hillcrest Country Club, South on 156th Street to the Saskatchewan River.

Leecoll Stables, White Mud Creek.

Coles' Riding Stables, Jasper Place (West Edmonton).

Mrs. McLeod's Stables, West of Edmonton Country Club.

Marilena Ranch, East of Salisbury Corner, Highway 16A East.

Swimming Pools: Four outdoor pools, municipally owned and operated, and four indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool, the West End Pool at 119th Street and 103rd Avenue, and the Mill Creek Pool off 82nd Avenue at 93rd Street.

Winter Sports: Outstanding professional hockey is played throughout the winter months at the Edmonton Gardens, while good junior hockey also draws large crowds of spectators. Curling is, perhaps, the most popular participant winter sport and a number of large rinks with artificial ice are in continual day and evening use throughout the season. Skating and hockey are especially popular among the young people, while Edmonton's Snow Valley provides excellent skiing away from the mountains.

Alberta is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must register them at the nearest R.C.M.P. detachment. Pistols and revolvers are prohibited. The National Parks and game preserves provide ample breeding grounds and protection for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting—in the open territory.

Regulations regarding open seasons for game vary from year to year, and detailed information about seasons and licenses should be sought from the the Game Branch, Department of Lands and Forests, Edmonton, Alberta, Phone CA 9-3229.

HERE IS WHERE TO FIND YOUR GAME:

Big Horn Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River north, through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-BrazEAU reserve and the Crowsnest region.

Mule Deer: Abound everywhere from Edmonton north, and are also particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: In somewhat the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

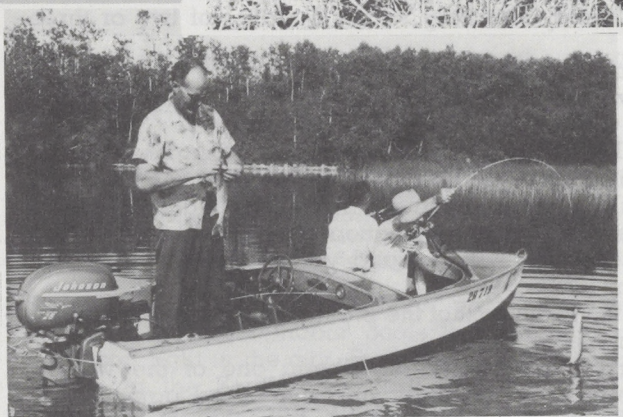
Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, while it is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. Always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.



GOOD Hunting and Fishing



Alberta beckons to fish-
erman, hunter, and
photographer
Lake, stream, mountain
and forest harbor wild
life to hunt with rod,
gun or camera



Some of the most thrilling "dry land" fishing in the world is found in Alberta. Everything from tiny goldeye to salmon trout is found in the Edmonton vicinity. There is no closed season on angling in Alberta, but an angling permit is necessary and is obtainable at hardware and sporting goods stores, from the police and wardens, for \$1.00. Anglers visiting the National Parks need a special fishing license in the Parks.

The use of live fish for bait is prohibited, as is the use of more than one line or rod and line, and of more than three hooks on any line, such hooks to be well spaced to prevent a single fish being hooked by more than one hook.

Vicinity of Edmonton—Fair sport for pike, pickerel, perch and gold-eye may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake.

Wetaskiwin District—Pike, pickerel and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton.

North and East of Edmonton—There are pike, pickerel and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Frog Lake, Baptiste Lake, Lac la Biche, Buck Lake, Skelton Lake, and Amis Lake.

West of Edmonton—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—Brule Lake, Fish Lake and Creek, Solomon Valley waters and the Hay River.

Jasper National Park—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes—Caledonia, Marjorie, Hilbernia and Dorothy—on the benches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper, are noted for rainbow trout.



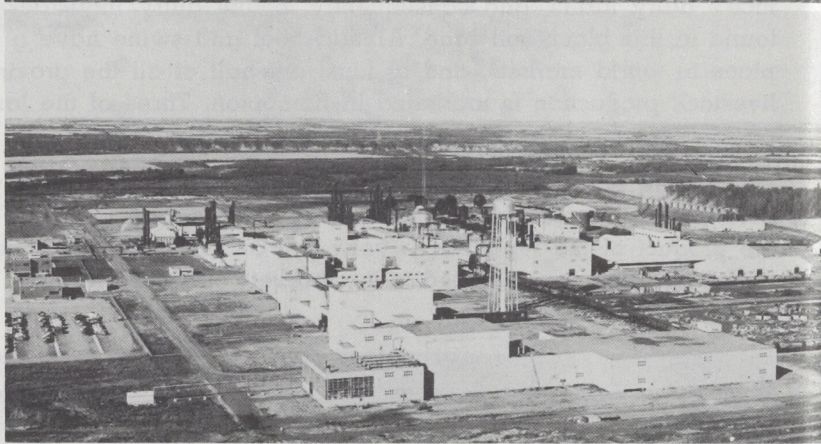
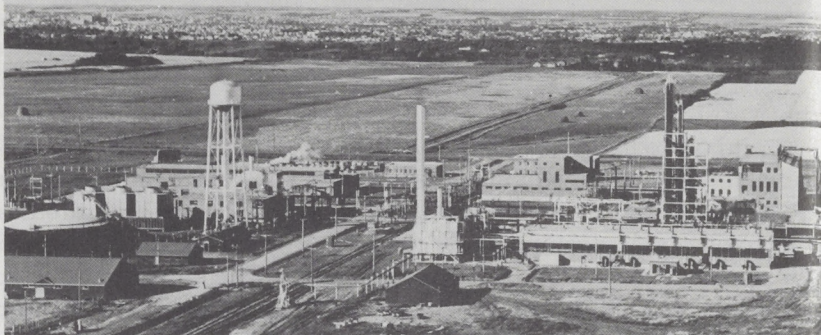
Agriculture



Located at the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more world championships than any other wheat-producing area on the continent. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west are located in the city.

All the products of this prosperous mixed farming territory — field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm — converge on the City of Edmonton, from where they are shipped to the markets of the world.





Three giants—

Top: The C.I.L. Polythene Plant.

Center: Plant of the Canadian Chemical & Cellulose Company.

Bottom: Sherritt-Gordon's Nickel Refinery.



Business and Industry

Even in this era of great urban and industrial expansion in centres all across Canada, the recent rapid growth and development of the City of Edmonton has been nothing short of phenomenal. Business and industrial activity has increased at a spectacular pace. Edmonton's manufacturing, distributing and commercial facilities have been doubled in the past ten years, while the annual influx of thousands of people attracted by this development has, in the same period, more than doubled the population. One third or more of the province's entire purchasing power is concentrated in the Edmonton area and three-quarters of Alberta's total wholesale trade flows through the city's warehouses. Bank clearings last year amounted to \$2,313,536,430, four times the volume of ten years ago.

Visible evidence to the visitor's eye of the city's recent tremendous growth is the predominance of new, modern commercial and industrial buildings, the thousands of obviously new homes and apartment buildings, the enormous amount of new construction now in progress in every part of the city. During 1958 the city issued 8,173 building permits for construction estimated at costs of \$72,517,144, an all-time high for the City of Edmonton. The value of building permits issued in the metropolitan area mounted to \$99,000,000 for the past year.

Major impetus behind the rapid industrialization of the city has been, of course, the development of the oil and gas industry in the area, and the subsequent establishment of all kinds of satellite and interdependent industries. Once a city whose economy was based squarely on agricultural production and supplying the needs of a predominantly agricultural region, Edmonton is now riding on a wave of industrialization into a new era of importance and prosperity, the limits of which it is impossible to predict.

On the other hand, the agricultural industry will always be of prime importance to the city. As railhead of the province and main supply centre for northern and central Alberta, Edmonton handles a large proportion of the province's annual 600- to 800-million-dollar agricultural production. The value of livestock marketed here alone is something like \$80,000,000 annually, while Edmonton's five meat-packing plants process about 25% of western Canada's entire meat production.

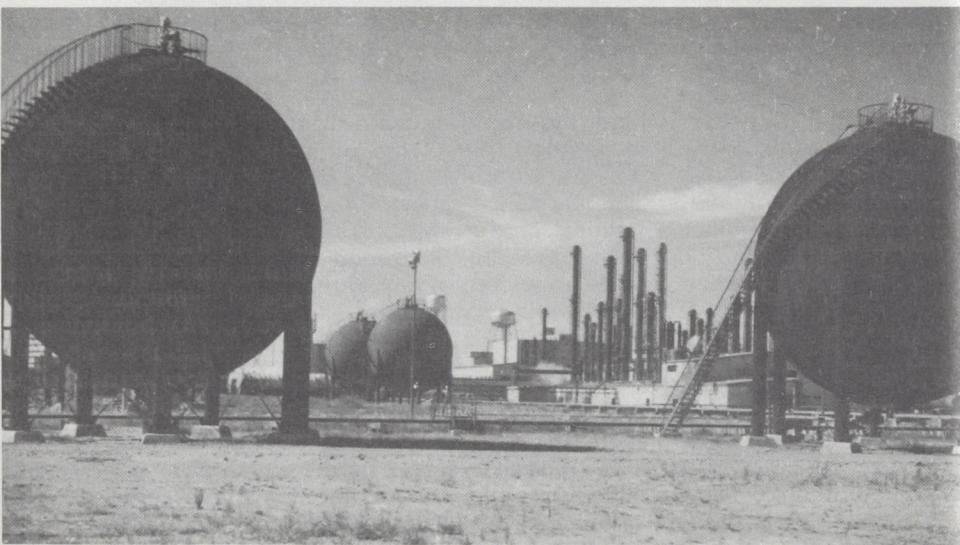
In addition to the rich agricultural yields of the Peace River region in the north, Edmonton also receives the valuable fur catches

of the north country and is supply centre and receiving depot for northern Canada's \$30,000,000 mineral production — uranium, gold, silver, base metals and asbestos.

Edmonton's recent emergence as an industrial city had its beginnings in the discovery of oilfields in the Edmonton area, the immediate result of which was the establishment of a large number of oil supply industries, followed closely by an \$80,000,000 refinery program which has since been undergoing continual expansion. Two oil pipelines, transporting crude oil to eastern Canada and to the west coast, were built at costs totalling \$260,000,000. A lubricating oil plant betokens an investment of \$15,000,000. Three giant petrochemical plants operating in the Edmonton area represent 40% of all such investment in Canada.

Just outside the city, in the refinery area, the \$13,000,000 C.I.L. polyethylene plant uses the ethane component of natural gas for the production of polythene. Expansion to be completed this year will double the production capacity of this plant.

At the \$75,000,000 plant of the Canadian Chemical Company east of the city, also in the process of expansion, an important man-made fibre, cellulose acetate, is produced along with a number of essential commercial chemicals. This is the first such plant to be established in the west.

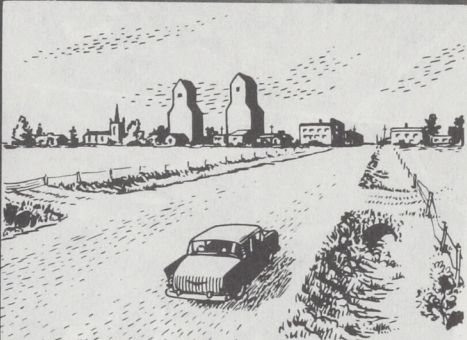


Liquefied petroleum gas is stored in these tremendous spheres at the Canadian Chemical Plant.

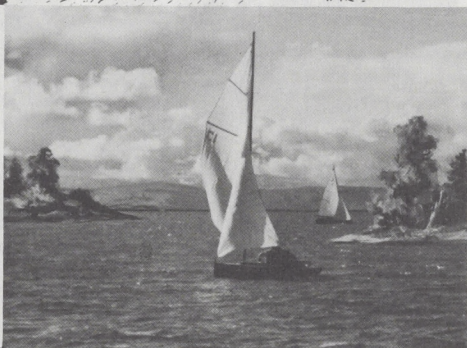
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you go in
ALBERTA**



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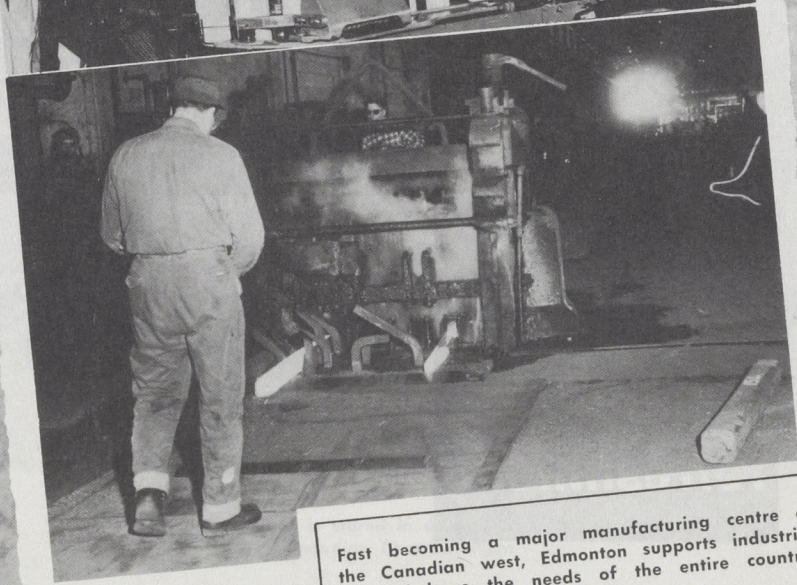
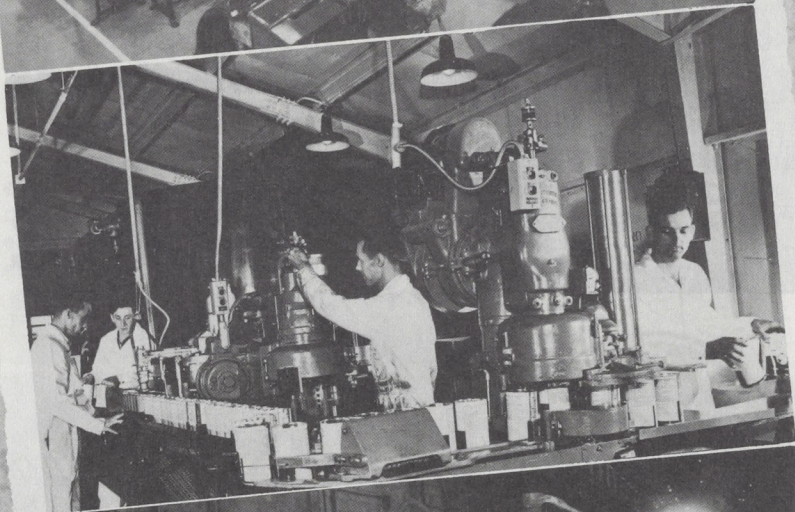


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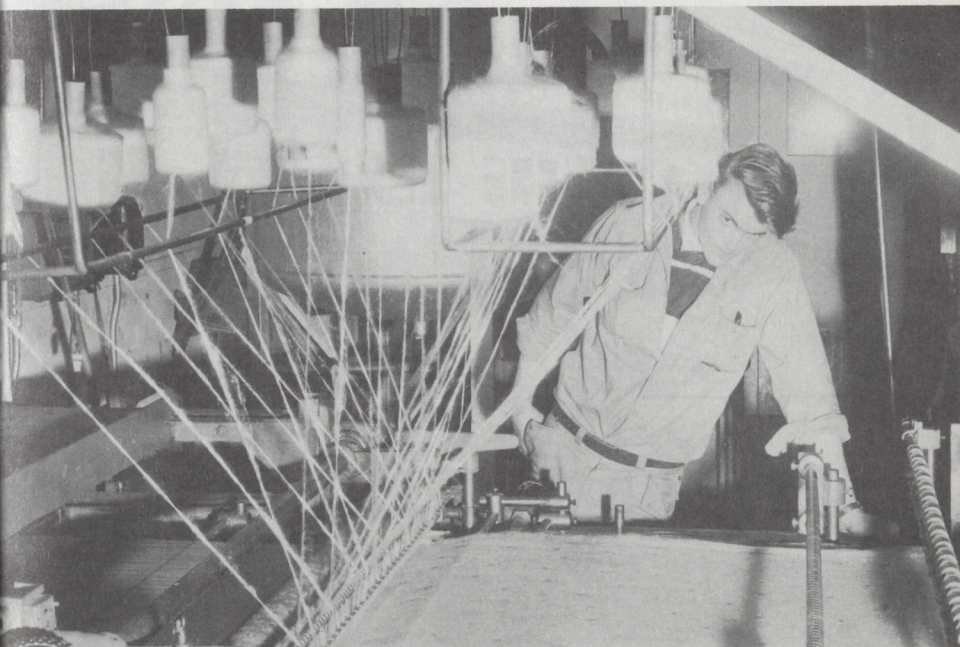


Fast becoming a major manufacturing centre of the Canadian west, Edmonton supports industries as varied as the needs of the entire country.

At Fort Saskatchewan, near Edmonton, the big \$17,500,000 Sherritt-Gordon nickel refinery uses huge quantities of natural gas for the production of ammonia used in its refining process. Additions to the plant for increasing the production are now underway. A tremendously important by-product, ammonium-sulphate fertilizer, and a number of other commercial chemicals are also produced here.

A sulphuric acid plant and a glass products manufacturer have also begun production in the Fort Saskatchewan area in recent years. Proposed for the same area is a multi-million-dollar Dow Chemicals project.

Initial production commenced in the spring of 1958 at the huge \$12,000,000 plant of Inland Cement Company Limited, while a \$4,000,000 addition to the plant was completed in 1957. In the past two or three years well over 100 manufacturing firms have commenced construction on new buildings or extensions, many of them operating in the Edmonton area for the first time. Included in these are a plywood factory, a \$2,000,000 steel mill, steel pipe and steel fabricating plants, cement plants, a polythene products plant, resin



Production at the Peace River Glass Limited plant.

adhesives plants, and a number of other enterprises based on the petrochemical industry. Projected for the immediate future are a new \$1,400,000 asphalt plant and a steel pipe mill manufacturing "big-inch" pipe up to 42 inches in diameter.

In the Edmonton trading area a \$35,000,000 sulphate pulp mill produces bleached sulphate paper pulp, while a second pulp mill has been proposed for a site close to Edmonton. Construction is now under way on a new \$10,000,000 international airport about 15 miles south of the city.

Continued expansion in every phase of commercial activity—in the opening of multi-million-dollar shopping centres, hotels and retail projects, in the building of hundreds of new warehouses, distributing centres and office buildings as well as in the manufacturing industries—indicates further acceleration of the industrial development of the Edmonton area.

The eyes of the continent are turning to Edmonton where industry may obtain huge quantities of low-cost fuel, power and raw materials, a rapidly growing local market, and extensive transportation facilities in every direction. Prospects for future development look bright indeed, and it well may be that Edmonton will one day emerge as one of the major industrial cities of the continent.



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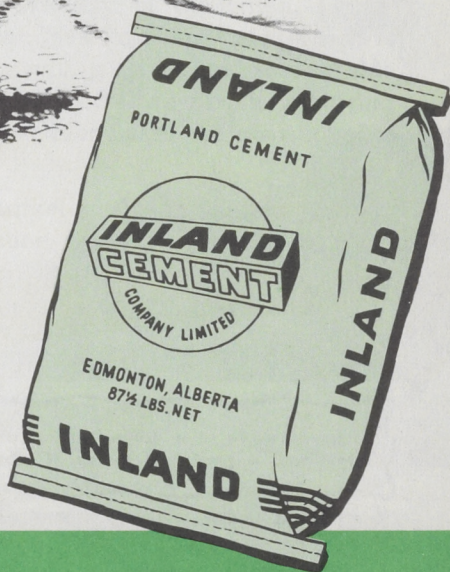
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Pipe is racked at a drilling site as a new well is probed in search of oil.



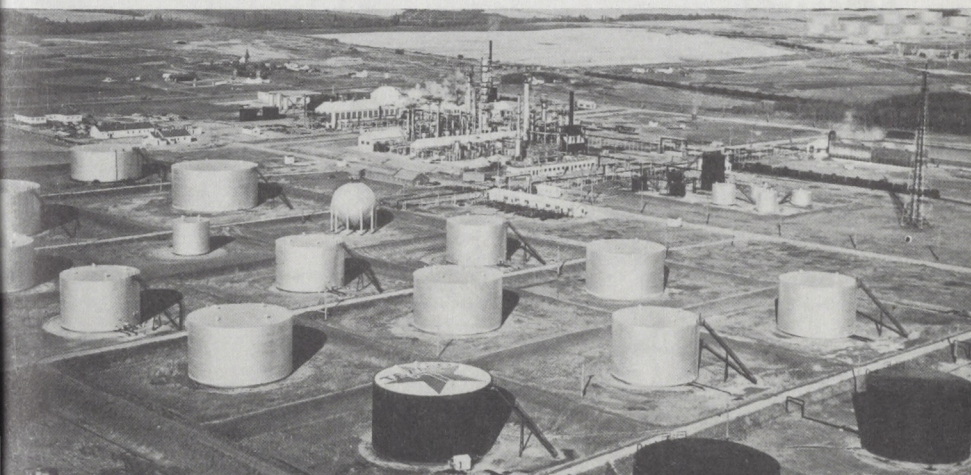
It was in February of 1947, less than 25 miles from the city of Edmonton, that a wildcat well probing the earth's crust struck oil. This dramatic discovery set in motion a flow of economic circumstances which, like the flow of oil it brought to the surface, spread in ever widening circles to affect the whole fabric of Canada's economic pattern.

Since Imperial Oil Limited's first Leduc strike tremendous developments have been made, many of them in the immediate Edmonton area. Greatly increased exploration activities brought to light even larger fields in the area. Industrial concerns began to move into the vicinity, and oil began to flow through the smooth bore of the Interprovincial pipeline to markets in Ontario, 1,800 miles to the east. The oil boom was on, and Canada soon emerged from a 90% dependence on imported oil to complete oil self-sufficiency—the largest oil producer in the British Commonwealth.

Large fields in the immediate vicinity of Edmonton, Leduc-Woodbend, Redwater and the tremendous Pembina field, which is Canada's greatest oil-producing area with an estimated recoverable reserve well in excess of a billion barrels, have now been producing for a number of years and several smaller fields are also capable of excellent capacity.

The recent radical drop in the market for Alberta oil has resulted in a severe curtailment of production in Alberta fields and the

The McColl-Frontenac refinery is one of the three refineries on the city's outskirts. 119






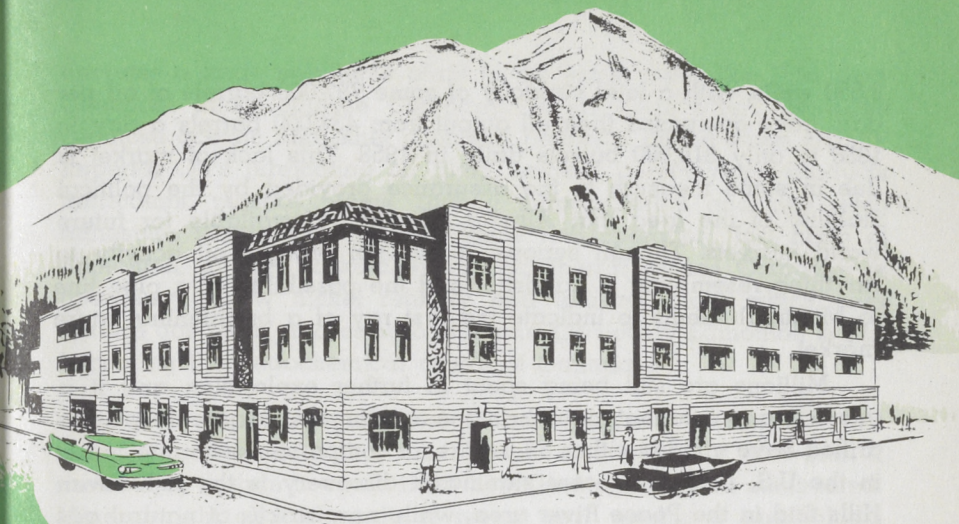
THE CITY OF



EDMONTON

Edmonton is widely recognized as one of Canada's great sport centres. Since the early days of the city's history, both spectator and participant games of all kinds have received enthusiastic support. Here are seven of the finest golf courses, 3844 acres of parks and playgrounds, beautifully located swimming pools and tennis courts, a modern, completely equipped racing park, professional league baseball in Western Canada's finest ball park, and some of the best football in the country played in newly enlarged Clarke Stadium. In addition, there are numerous lawn bowling greens, riding academies and, close by, many beautiful lakes for fishing and boating. You'll find your favorite sports at their best in Edmonton!





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8,550 wells, with a total capacity of some 797,000 barrels of oil per day, have decreased their oil output from 434,000 barrels a day in 1956 to only 310,000 barrels daily in 1958. This lack of market is due in some measure to the assurance provided by the political stability of the area that Alberta oil will be available for future world markets. Though serious, it has not brought oil activity to anything resembling a standstill, and the possibility of a pipe line to Montreal seems to indicate the first ray of a brightening future market.

Millions are still being spent in further exploration and it is interesting to note that more than one in every four exploratory holes drilled have yielded either oil or gas, in comparison with one in ten in the U.S. fields. A recent significant discovery is the rich Swan Hills find in the Peace River area, while new strikes of natural gas in the eastern ranges of the foothills will bring back old oil producing areas as important gasfields.

In the far north of the province a pilot plant will begin testing equipment in July for the extraction of oil from the famous McMurray oil sands. Recent proposals for extraction by underground nuclear blasts are also under consideration.

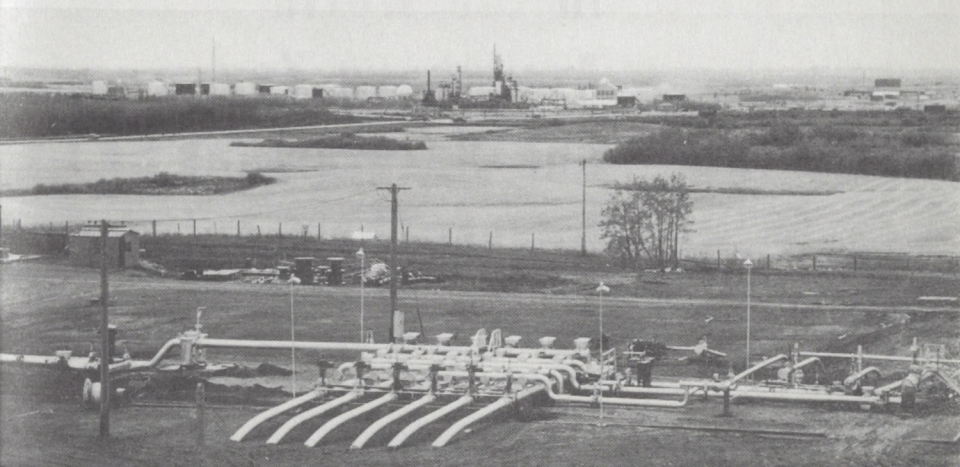
The discovery and development of Alberta's oil and gas reserves has provided the seven-league boots for enormous strides in industrial expansion in the Edmonton area. Looming on the prairie skyline at the eastern outskirts of the city are the cracking towers, stills and exhaust stacks of the three huge oil refineries of the Imperial Oil Company Limited, McColl-Frontenac Oil Company and the British American Oil Company. In the same area are the tremendous storage tanks of the Interprovincial Pipe Line Company, the longest crude oil pipeline in the world, which delivers oil to refineries in Sarnia, Ontario, and the Trans-mountain Oil Company pipeline, which supplies Vancouver, the west coast and a refinery at Ferndale in the State of Washington. Huge absorption plants convert gas from the producing zones into propane, butane and other component products.

The phenomenal industrial growth of the Edmonton area is, of course, the direct result of the development of these lucrative petroleum finds. The prospect of a cheap and plentiful fuel supply has brought many new plants to the area, while the availability of both raw material direct from the source and unlimited cheap fuel supply has resulted in the establishment of a rapidly growing petrochemical industry in the Edmonton district. In addition to the three big refineries just east of the city, Canadian Industries Limited

operates a large polythene plant in the same area. The Canadian Chemical and Cellulose Company, in its huge plant, produces cellulose acetate and other chemical products. In the same vicinity Imperial Oil's lubricating oil plant, several polyethylene products fabricators, plastics plants, roofing manufacturers and two resin adhesives plants have recently gone into operation. Just north of Edmonton, at Fort Saskatchewan, the Sherritt-Gordon Company is operating a new nickel refinery and fertilizer plant which uses natural gas in its processing operations. Obviously Edmonton is fast becoming the petrochemical centre of Canada.

But the wealth from oil is not confined to industry alone. Alberta's man-on-the-street finds that it is cheaper to drive a car now than it used to be, or than it would have been had oil not been discovered. Mineral right allocations have meant real wealth to landholders lucky enough to own them, and farmers not holding mineral rights are being paid at least for surface rental at well locations. The Alberta government is receiving handsome sums of money from the sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that has a direct benefit to the citizens of the province, is the royalty payments made by all oil companies to the provincial government, which holds about 93 per cent of all mineral rights itself. These monies are being widely used for the construction of new highways, the improvement of existing roads, for the expansion and establishment of institutions of health and learning, for homes for the aged and for many other capital expenditures important to the people of the province.



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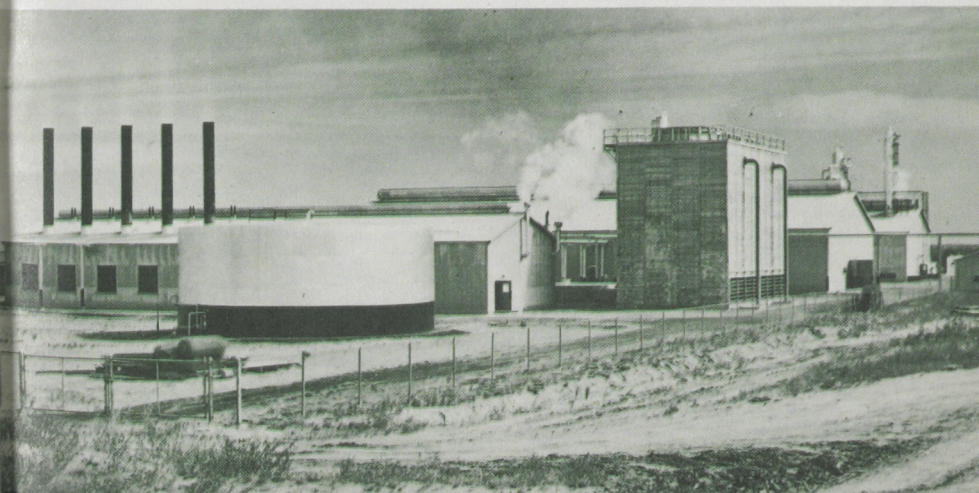
Hand in hand with the production of oil in Alberta fields goes the production of natural gas, and as the oil output increases so does the recovery of natural gas. For many years supplies of gas in Alberta's vast gasfields, especially in the Edmonton region, have been considered practically inexhaustible. Proven reserves are now estimated at more than 25.6 trillion cubic feet, a figure which with continued exploration and oil production, may be expected to increase by 1½ trillion cubic feet per year for the next ten years. Production of natural gas in Alberta in 1958 was approximately 294 billion cubic feet, only a fraction of the estimated daily potential.

Surrounded as it is by large natural gasfields, Edmonton is, of course, served with gas for both domestic and commercial use. The wonderful convenience and economy of this clean fuel for heating and cooking is a boon to householders of the whole region, while for industry it provides efficient, cheap power without dirt or smoke.

With the establishment of large petrochemical industries in the Edmonton area, requirements for natural gas components — ethane, butane, propane, etcetera — have risen rapidly here, while residual fuel gas reserves from processing plants which extract these components, must be marketed. At present, consumption of gas in Alberta exceeds amounts exported, but to prevent waste and to continue development of the province's huge gasfields, an economic export market must be found. It is expected that the new Trans-Canada Pipe Line, now carrying natural gas to points in the east, and projected pipe lines to points in the U.S., will establish adequate new markets for Alberta's huge surpluses, which, in turn, will result in greatly increased exploration of the province's enormous gas reserves and further expansion of the gas processing and petrochemical industries in the Edmonton area.

This gas absorption plant operates in the Leduc field.

125

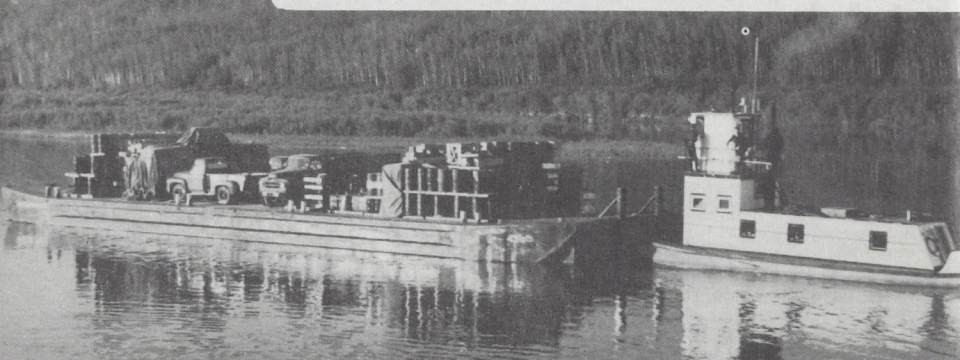




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Mines and Minerals

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Centrally located on the main air lines between eastern and central Canada and the mining areas of the North, Edmonton is the hub of northern transportation. Passengers, express and freight flow in a steady stream to the north, while the mining production of the Northwest Territories and the Yukon flows back through Edmonton to be routed to its final destination.

As supply center for the vast northland areas Edmonton ships many thousands of supply items to the development projects every month. About 75,000 tons of freight are moved out of Edmonton annually to both construction and production operations. The mines in production draw a steady tonnage of supplies year after year, and while construction is seasonal, new projects have kept up the demand for supplies. Mining development has earned a material reputation as being a big spender and much of the spending for this large area is done in Edmonton.

Employment is also a major factor in northern construction and development which draws on Edmonton for personnel to keep these activities going. The Chamber of Mines at Edmonton is the employment center for the mines and each season employs about 2,500 men and women, who outfit here for their sojourns in the north.

Maps of all of northwestern Canada, covering topography, air navigation and geology are available at the Chamber of Mines and here information on mining and other developments going on in the North is also available.

Big Giant Yellowknife Mining Operation





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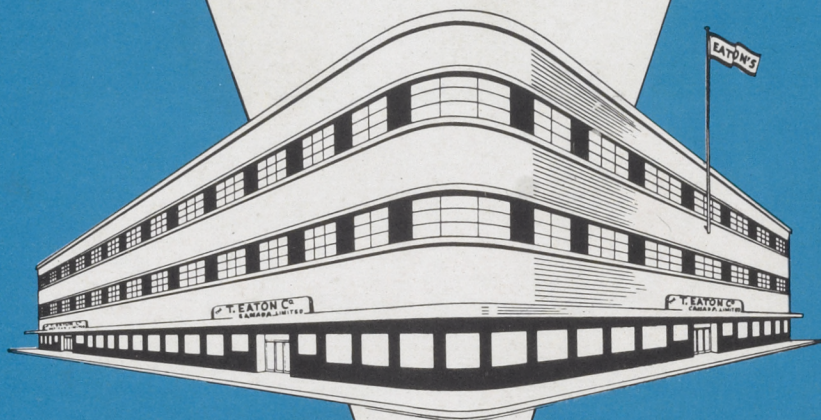
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